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DEPARTMENT OF AGRICULTURE

# THE MARKETING OF FRESH FRUITS AND VEGETABLES IN THE CITIES OF SHERBROOKE AND THREE RIVERS

v. 2

Marketing Service - Economics Division

Dominion Department of Agriculture

in co-operation with

Horticultural Service

Quebec Department of Agriculture

and

Quebec Department of Trade and Commerce

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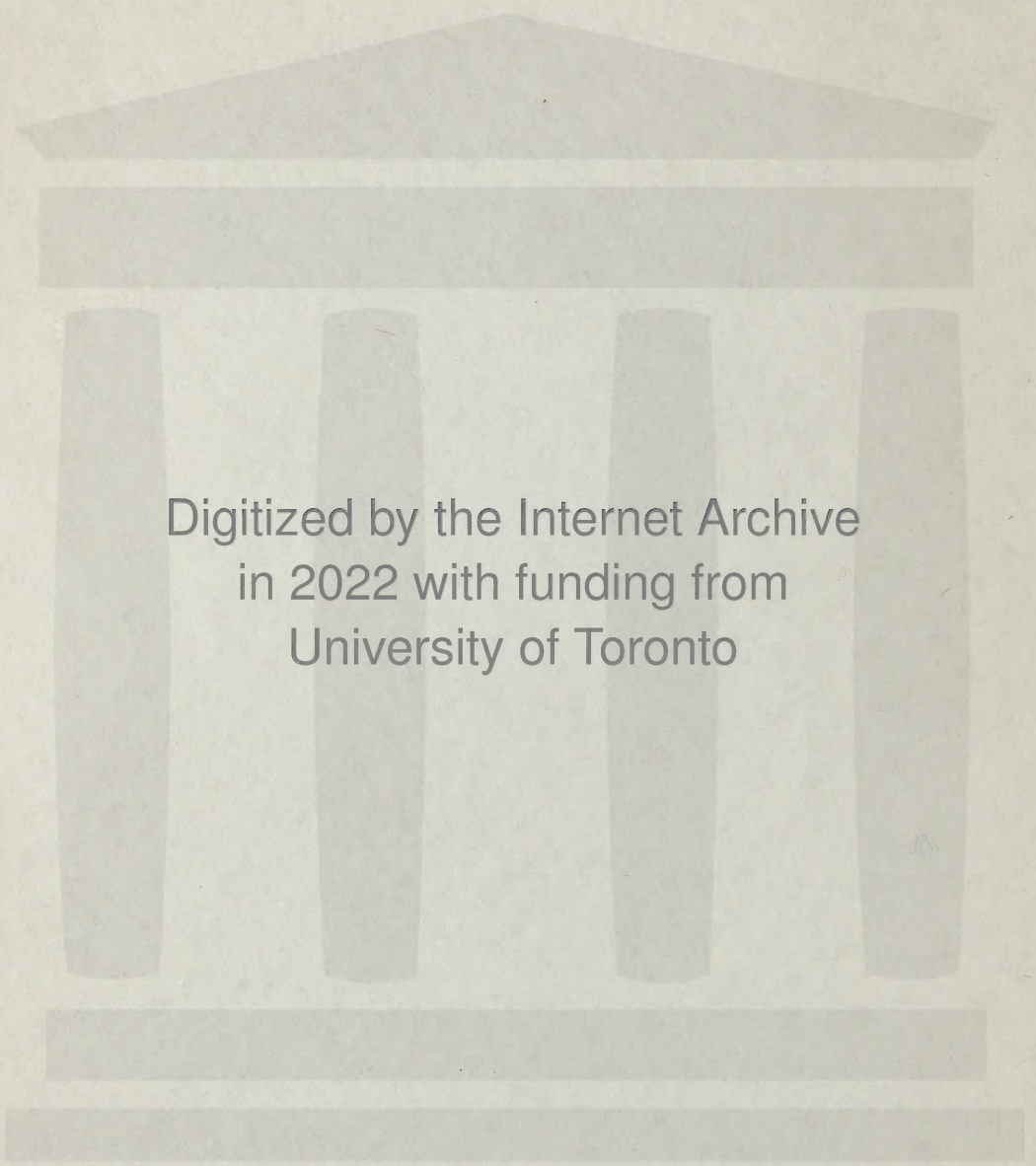

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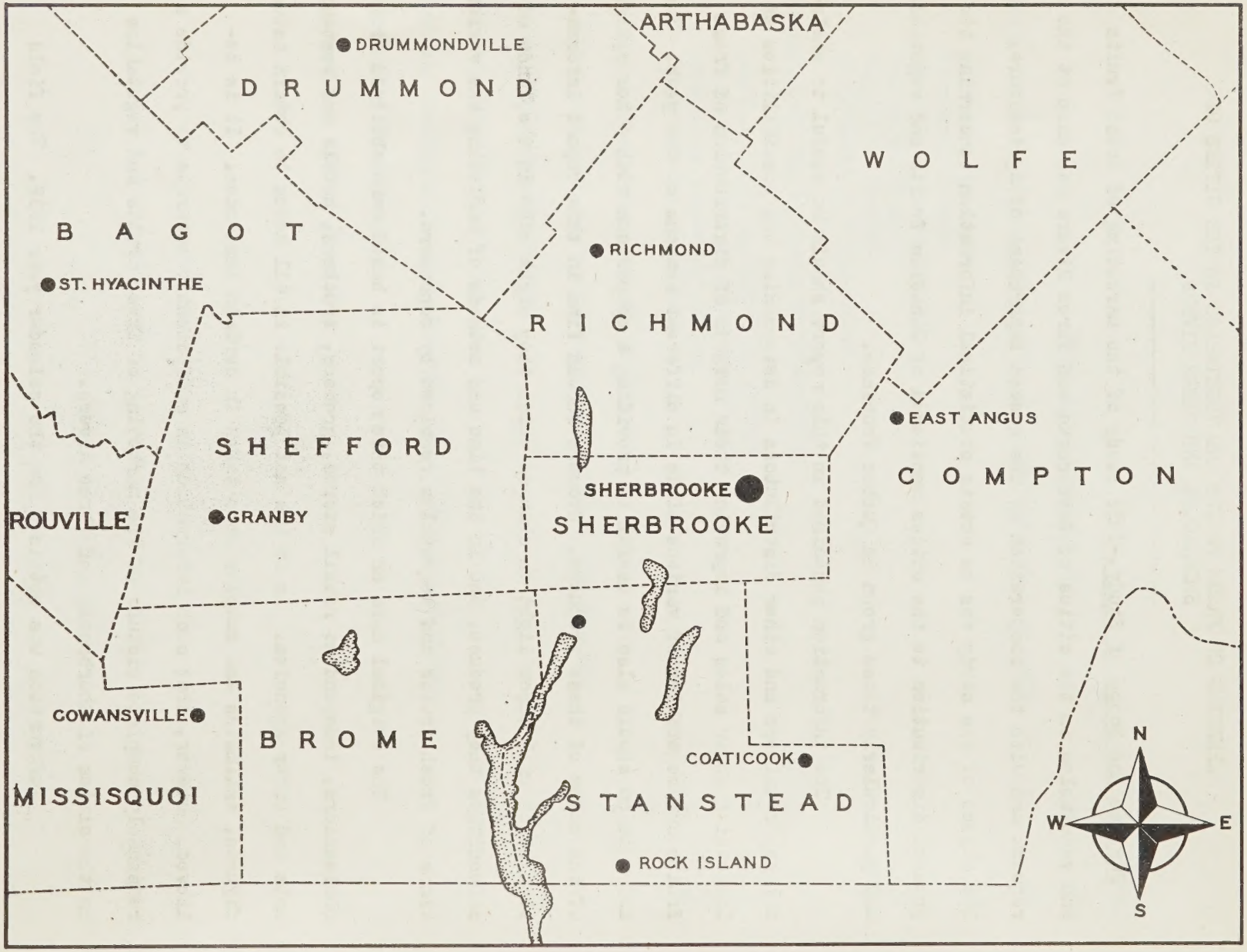
# MARKETING OF FRESH FRUITS AND VEGETABLES IN THE CITIES OF SHERBROOKE AND THREE RIVERS

Purpose and Scope of Study.-This study of the marketing of fresh fruits and vegetables in the cities of Sherbrooke and Three Rivers was made at the request and with the cooperation of the Quebec Department of Agriculture. The object of the study was to obtain statistical information concerning the present distribution to the cities mentioned of Canadian fruits and vegetables, and particularly those grown in Quebec Province.

The information contained in this report should be useful to wholesalers, retailers and other distributors in determining the possibilities of increasing their sales and improving their methods of distribution of fresh fruits and vegetables of various kinds in different seasons of the year. The information should also be useful in providing a comparison with other cities of the sales of these products. Growers should find in this report information which will throw light on changes which they might make in the kinds of commodities they produce, and in the time and methods of marketing the various kinds of fresh fruits and vegetables required by consumers.

The original data on which this report is based were obtained from wholesalers, independent retail stores, growers, truckers, hotels and restaurants and other agencies. As it was not possible in all cases to obtain actual figures, estimates and samples were taken in certain instances. It is believed, however, that such information is sufficiently accurate to provide a reasonably complete picture of the marketing of fresh fruits and vegetables in the cities of Sherbrooke and Three Rivers.

Information was obtained for the calendar year 1939. The field work was done during the latter half of 1939 and the spring of 1940.




MAP OF SHERBROOKE MARKET AREA

Acknowledgments.-The authors of this report are B. A. Campbell and Leopold Fortin of the Economics Division of the Marketing Service, Dominion Department of Agriculture, Paul Doyle of the Quebec Department of Agriculture and Napoleon Delorme of the Quebec Department of Trade and Commerce. The investigation herein reported was conducted under the supervision of Dr. W. C. Hopper, of the Economics Division of the Marketing Service of the Dominion Department of Agriculture in consultation with Mr. J. H. Lavoie, Chief of the Horticultural Service of the Quebec Department of Agriculture. To them the authors wish to express their thanks for their co-operation, advice and assistance. The authors gratefully acknowledge also the assistance of A. Gosselin, G. P. Boucher, and P. H. Casselman of the Economics Division and of Mr. Massé, Agronome in Three Rivers, Quebec, for their assistance from time to time. The sincere thanks of the authors are also extended to the market officials in Sherbrooke and Three Rivers and to all wholesalers and jobbers, retail storekeepers, growers, hotel and restaurant managers and to all others who co-operated by giving the information requested of them.

## PART 1 - SHERBROOKE

The city of Sherbrooke has a population of approximately 32,000 persons and is the fifth largest city in the Province of Quebec. It is situated in the centre of a rich agricultural area about 100 miles east of Montreal. In Sherbrooke County in which the city is located and in Compton County, immediately adjacent to the city, dairy and mixed farming are the prevailing types of agriculture although there are some producers who are specialists in market gardening and small fruit growing. In Rouville County there are large acreages of orchards, and growers from this County sell a large part of their produce in Sherbrooke.

Sherbrooke, besides being important as a consuming centre, also acts as a distribution point for fruits and vegetables to many of the smaller towns and villages within a 75 mile radius of the city. These include such centres as Thetford Mines, Asbestos, Magog, Coaticook, Windsor Mills, Richmond, Danville, Disraeli, and others.

Figure 2: Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Sherbrooke in 1939.

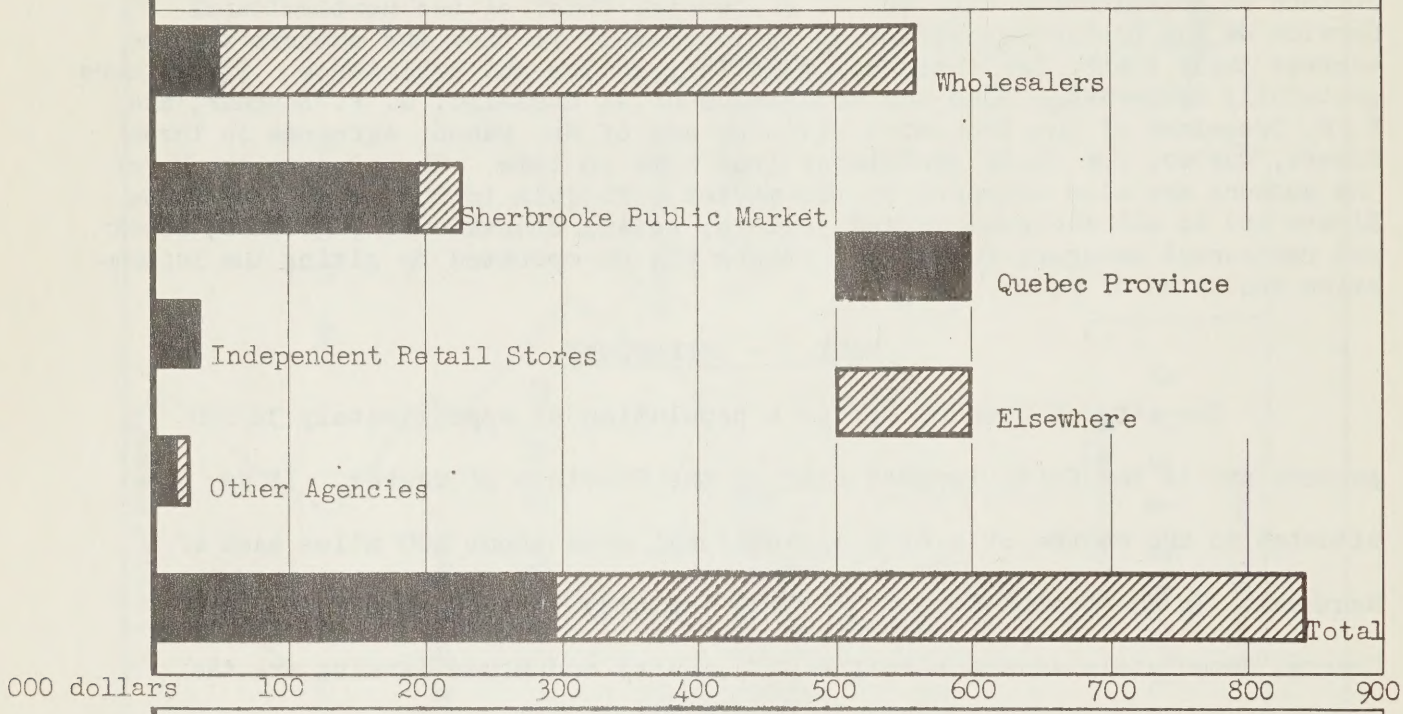
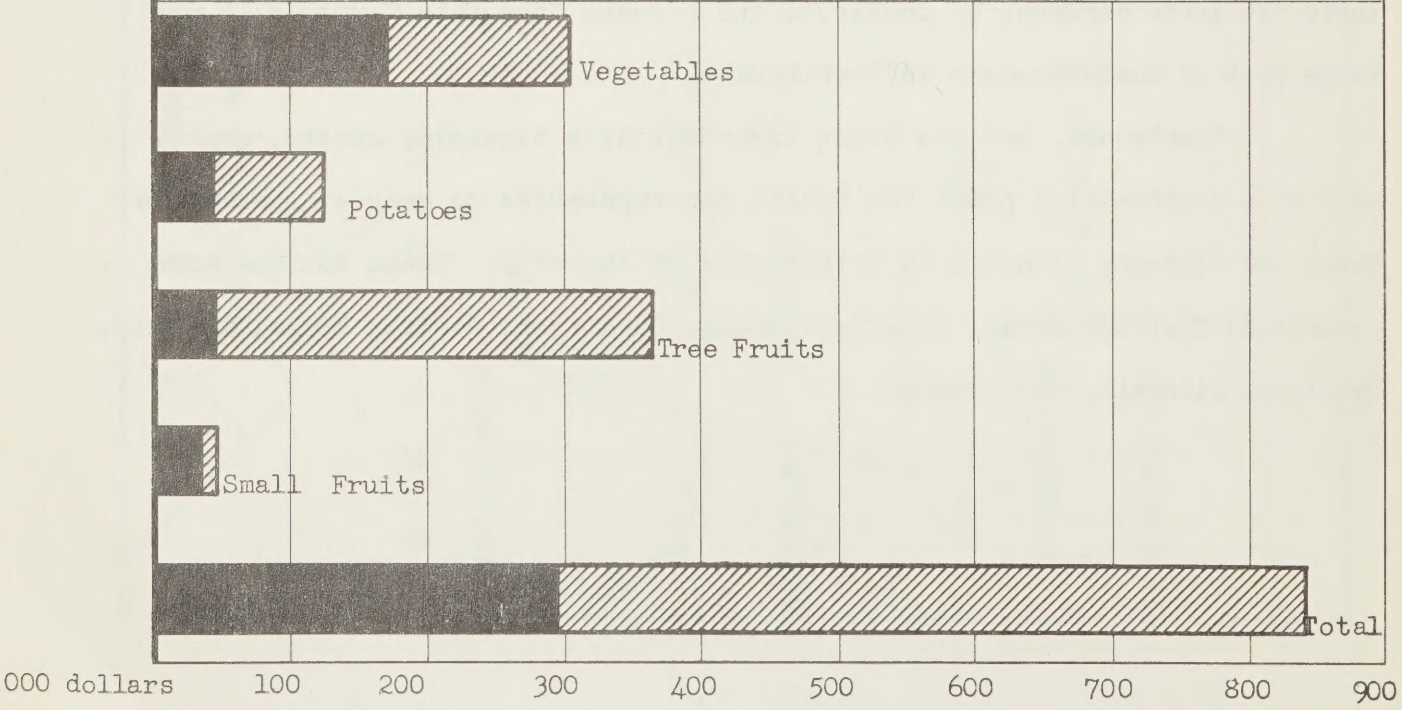



Figure 3: Receipts of Fresh Fruits and Vegetables by Commodity Groups in Sherbrooke in 1939.



Analysis of Total Receipts of Fresh Fruits and Vegetables in 1939.

Marketing Agencies.-Total receipts of fresh fruits and vegetables in Sherbrooke in 1939 totalled 31,381,000 pounds and were valued at $840,283 (laid down cost in Sherbrooke). Purchases by three wholesalers totalled $555,313 of which 91 per cent by value was produce grown outside the Province of Quebec (figure 2). Sales on the public market by growers, dealers and truckers were valued at $225,014, only about 12 per cent of which was not grown in Quebec Province. Direct purchases from Quebec growers by retail stores totalled $33,133 and purchases by other agencies direct were valued at $26,825.

Commodity Groups.-Arrivals of tree fruits in Sherbrooke totalled 11,331,000 pounds and were valued at $364,301 (figure 3). This total included citrus fruits and bananas in addition to apples. For this reason only $44,725 worth of the total fruit purchased was produced within the Province of Quebec. Vegetable purchases were next in importance and totalled 10,356,690 pounds valued at $304,766. Potato receipts in 1939 were approximately 8,957,400 pounds valued at $125,963. Small fruits, including strawberries, raspberries and blueberries, totalling $45,253 by value made up the remaining purchases.

Individual Commodities.-Total arrivals of the 10 most important vegetables in Sherbrooke are shown in the first part of table 1 and the six most important fruits in the second part.

Tomatoes were the most important single vegetable arriving on the Sherbrooke market in 1939 and receipts were valued at $82,329 and made up 27 per cent of the value of total vegetable arrivals. Lettuce, carrots and onions next in importance and made up about 12 per cent, 10 per cent and 8 per cent respectively of the total value of vegetable purchases.

Table 1.-Receipts of Individual Fresh Fruits and Vegetables in Sherbrooke in 1939 (not including potatoes)

| | Value | | Volume | |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | % |
| Vegetables | | | | |
| Tomatoes | 82,329 | 27.0 | 1,399.8 | 13.5 |
| Lettuce | 36,694 | 12.0 | 1,237.2 | 11.9 |
| Carrots | 29,608 | 9.7 | 1,559.9 | 15.1 |
| Onions | 23,039 | 7.6 | 837.4 | 8.1 |
| Cabbage | 18,536 | 6.1 | 1,230.6 | 11.9 |
| Cucumbers | 16,099 | 5.3 | 409.3 | 4.0 |
| Celery | 16,074 | 5.3 | 379.7 | 3.7 |
| Beets | 14,079 | 4.6 | 409.2 | 3.9 |
| Corn | 13,673 | 4.5 | 707.5 | 6.8 |
| Cauliflower | 8,207 | 2.7 | 303.4 | 2.9 |
| Other vegetables | 46,428 | 15.2 | 1,882.6 | 18.2 |
| Total vegetables | 304,766 | 100.0 | 10,356.6 | 100.0 |
| Fruits | | | | |
| Bananas | 111,844 | 27.3 | 2,954.4 | 24.5 |
| Apples | 89,840 | 21.9 | 4,325.5 | 35.8 |
| Oranges | 84,573 | 20.7 | 2,129.9 | 17.7 |
| Berries | 43,567 | 10.6 | 717.7 | 6.0 |
| Grapes | 20,840 | 5.1 | 499.1 | 4.1 |
| Peaches | 11,270 | 2.8 | 337.0 | 3.2 |
| Other fruits | 47,620 | 11.6 | 1,053.4 | 8.7 |
| Total fruits | 409,554 | 100.0 | 12,067.0 | 100.0 |

See also appendix table 38.

On a basis of volume carrots were highest with total arrivals approximately 1,559,900 pounds or about 15 per cent of vegetable volume. Tomatoes, lettuce and cabbage were next in importance and together with carrots accounted for about 52 per cent of the total volume of vegetables received.

Bananas, apples and oranges together totalled about 70 per cent by value and 78 per cent by volume of all fruits received in 1939. On the basis

of value, bananas were most important with yearly receipts being valued at $111,844, compared with $89,840 for apples and $84,573 for oranges. On a volume basis, however, apples were highest with receipts totalling 4,325,500 pounds, compared with 2,954,400 pounds for bananas and 2,129,900 pounds for oranges.

Yearly receipts of raspberries and strawberries totalled 717,700 pounds valued at $43,567. Other important fruits included grapes valued at $20,840 and peaches at $11,270.

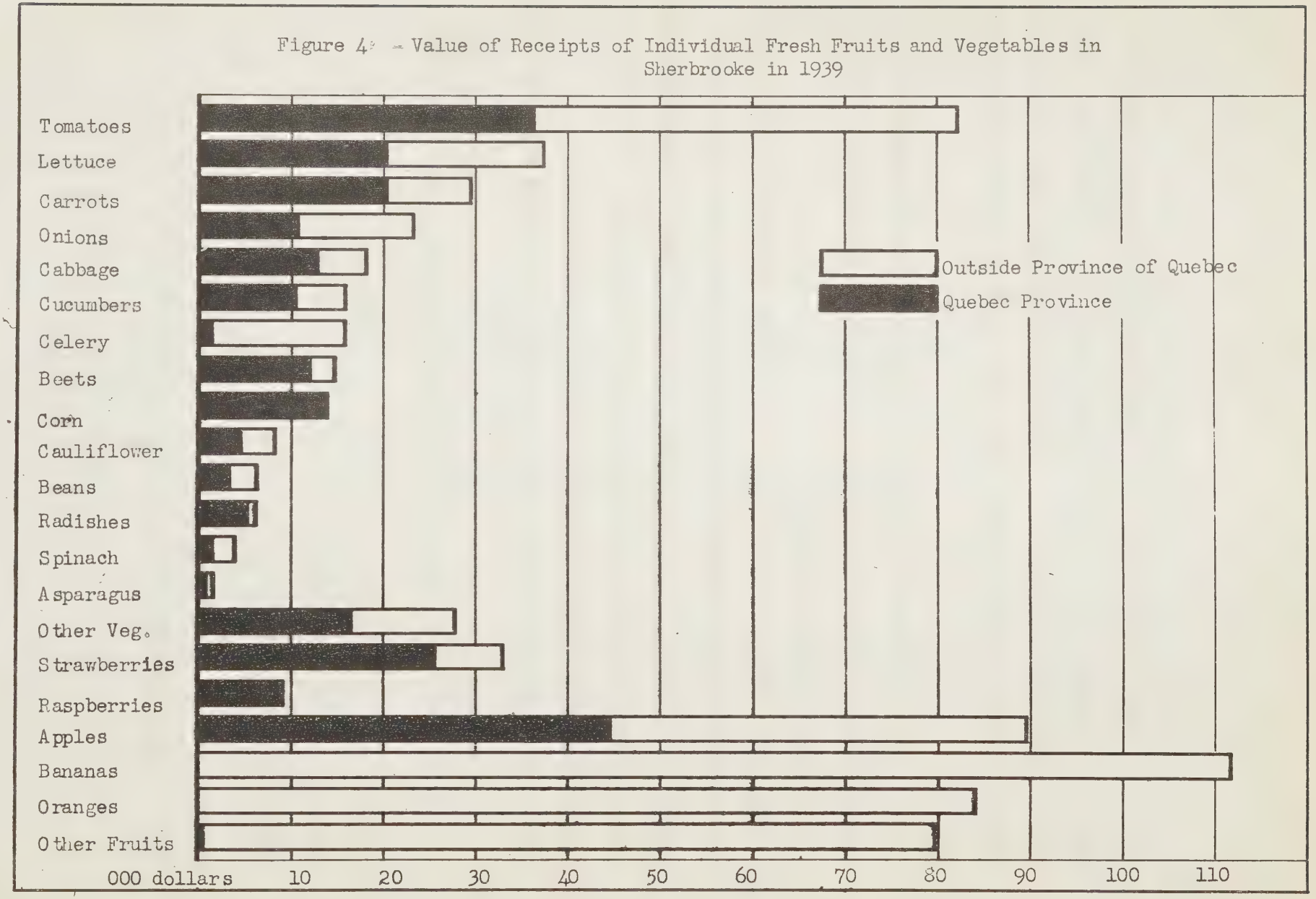
Origin of Produce.-Of the total arrivals of fresh fruits and vegetables in Sherbrooke in 1939, about 35 per cent by value and about 43 per cent by volume were produced by Quebec growers (table 2). Table 38 in the appendix shows receipts by individual commodities and the percentage of each commodity which came from the Province of Quebec.

Table 2.-Percentage of Quebec Grown Vegetables, Potatoes and Fruits Received in Sherbrooke in 1939

| | Total value | Per cent produced in Quebec | Total volume | Per cent produced in Quebec |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | % |
| Vegetables | 304,766 | 56.6 | 10,356.6 | 66.8 |
| Potatoes | 125,963 | 34.3 | 8,957.4 | 35.2 |
| Fruits | 409,554 | 20.0 | 12,067.0 | 27.8 |
| Total | 840,283 | 35.2 | 31,381.0 | 42.8 |

See appendix table 38.

Figure 4 - Value of Receipts of Individual Fresh Fruits and Vegetables in Sherbrooke in 1939



On a basis of value more than half (57 per cent) of the vegetables, more than one-third (34 per cent) of the potatoes, but only one-fifth (20 per cent) of the fruit received in Sherbrooke were produced by Quebec growers. Origins by value of individual fruits and vegetables are shown in figure 4 as well as percentage of each that came from the Province of Quebec.

By value, less than 50 per cent of the receipts of tomatoes, onions, celery, beans, spinach and apples were produced in Quebec Province. On the other hand, more than 70 per cent of arrivals of cabbage, beets, corn, radishes, strawberries and raspberries were produced within the Province in 1939.

It must be kept in mind that the percentage figures shown in figure 4 are on the basis of yearly receipts and it can not be assumed that because any one vegetable had only a small percentage produced within the Province that there is an immediate need for higher production. Most of the receipts of fruits and vegetables imported from other provinces of Canada and from other countries were received during the months when no Quebec produce was available. For instance in the case of tomatoes, only about 44 per cent of the total yearly receipts were produced in Quebec (table 38, appendix). Wholesalers' receipts of imported tomatoes were highest in May, June and July when few, if any, Quebec tomatoes are grown. During the months of August, September and October when Quebec tomatoes were available in quantity, tomatoes were not imported. An analysis of monthly receipts of individual products is necessary before conclusions can be drawn that it would be desirable to increase the production in Quebec Province of any particular commodity. Monthly receipts by wholesalers of individual products are shown in tables 40 and 41 in the appendix, but, unfortunately it was not possible to break down by months the receipts of individual commodities grown in Quebec Province.

Method of Arrival.-Of the total receipts in Sherbrooke about 53 per cent by value arrived in carlots, 44 per cent by truck and the remainder in less than carlots by rail.

Table 3.-Method of Arrival of Fresh Fruits and Vegetables Arriving in Sherbrooke in 1939.

| Method of Arrival | Value $ | Percentage % |
|---|---|---|
| Carlot (rail) | 446,791 | 53.2 |
| Truck | 370,417 | 44.1 |
| Freight and express (lcl) | 23,075 | 2.7 |
| Total | 840,283 | 100.0 |

Mixed carlot arrivals from Montreal totalled 1,732.3 tons and were valued at $152,568 (table 4). Arrivals from countries other than Canada and the United States made up principally of bananas, totalled $102,930. California and Texas were the two most important States from which carlots of fresh fruits and vegetables were received from growers or shippers.

Table 4.-Origin of Carlot Arrivals of Fresh Fruits and Vegetables in Sherbrooke in 1939.

| Origin | Tons | Value $ |
|---|---|---|
| New Brunswick | 2,296.0 | 64,816 |
| Ontario | 784.3 | 35,008 |
| Prince Edward Island | 306.9 | 10,394 |
| Other Canadian Provinces | 34.7 | 2,120 |
| Montreal Wholesalers | 1,732.3 | 152,568 |
| California | 782.0 | 62,221 |
| Texas | 75.9 | 10,990 |
| Other states | 93.7 | 5,744 |
| Other countries | 1,269.2 | 102,930 |
| Total | 7,375.0 | 446,791 |

Receipts from New Brunswick, chiefly of potatoes, totalled 2,296.0 tons and were valued at $64,816. Ontario was the next most important Canadian province with arrivals totalling in value $35,008.

Table 4B.-Arrivals of Carlots of Fresh Fruits and Vegetables by Commodity in Sherbrooke in 1939.

| Commodity | Tons | Value |
|---|---|---|
| | | $ |
| Apples | 560.5 | 27,606 |
| Bananas | 1,224.6 | 98,317 |
| Grapes | 98.9 | 5,429 |
| Oranges | 738.7 | 57,777 |
| Peaches | 140.9 | 7,338 |
| Cabbages | 12.2 | 591 |
| Carrots | 15.1 | 1,021 |
| Celery | 29.2 | 2,010 |
| Onions | 85.1 | 3,000 |
| Potatoes | 2,608.7 | 75,482 |
| Tomatoes | 121.5 | 15,295 |
| Mixed cars | 1,732.3 | 152,538 |
| Other | 7.3 | 357 |
| Total | 7,375.0 | 446,791 |

(See also appendix table 39 )

Bananas, potatoes and oranges were most important commodities arriving in carlot quantities in Sherbrooke in 1939 and were valued at $98,317, $75,482 and $57,777 respectively.

Distribution of Purchases.-Wholesalers and public markets are intermediate steps in the final marketing of fruits and vegetables. By and through these agencies retailers, hotels, restaurants and consumers obtain the supplies they require. Table 5 shows a breakdown of the value of fruits and vegetables received in Sherbrooke during 1939 to retailers, hotels, restaurants and consumers in Sherbrooke and in points outside of that city.

Table 5.-Distribution of Total Purchases Based on Laid Down Cost of Fresh Fruits and Vegetables to Retailers, Hotels, Restaurants and Consumers in Sherbrooke and in Points Outside that City during 1939.

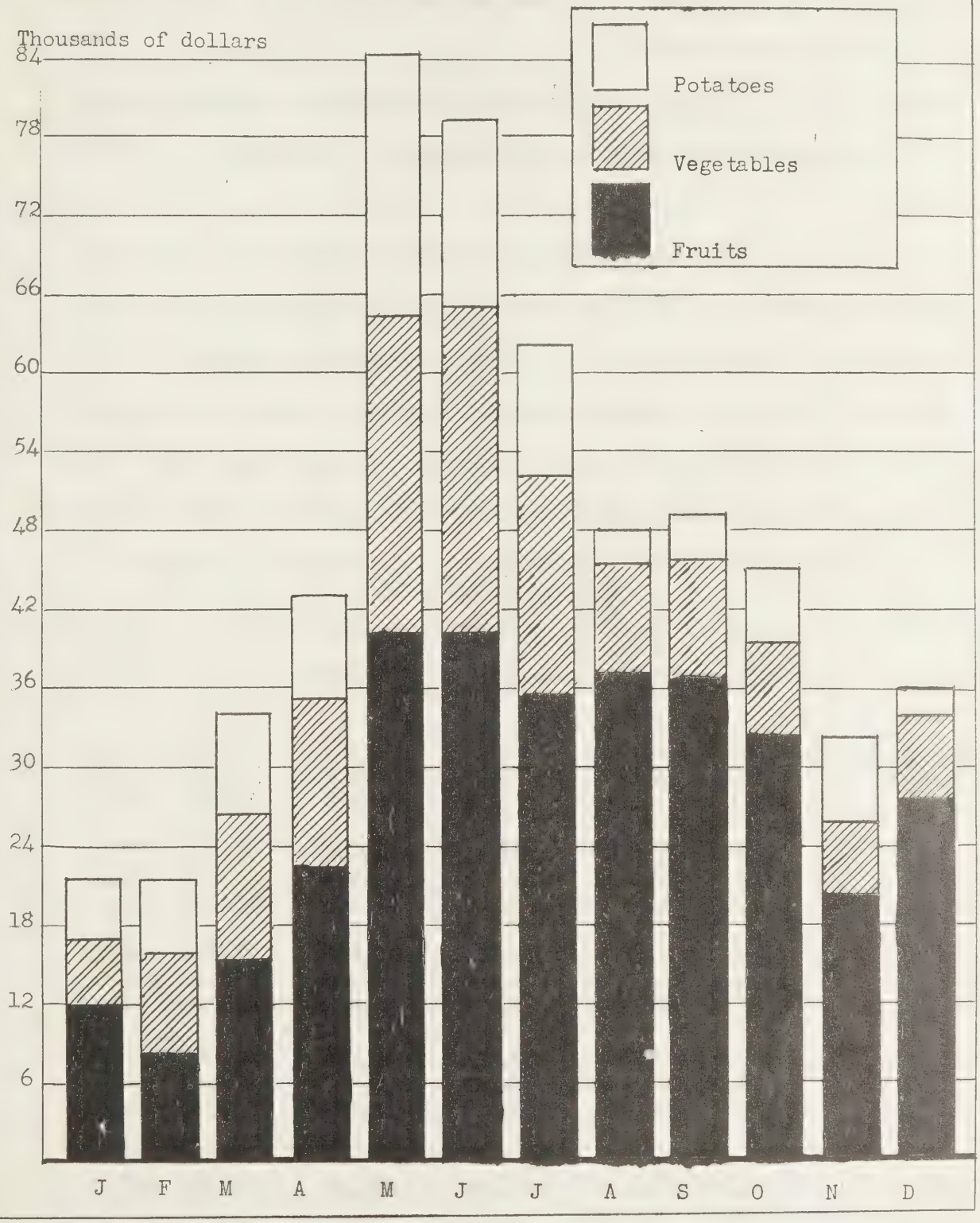
| Retailers and consumers | Value | Percentage |
|---|---|---|
| | $ | % |
| Country retail agencies | 293,705 | 35.0 |
| Retail stores in Sherbrooke | 222,196 | 26.4 |
| Consumers (in Sherbrooke and in surrounding country) | 211,671 | 25.2 |
| Hotels, restaurant, chain stores etc. | 112,711 | 13.4 |
| Total | 840,283 | 100.0 |

Thirty-five per cent of the total receipts of fresh fruits and vegetables in Sherbrooke in 1939 were sold to country retail agencies. These represent actual sales by Sherbrooke wholesalers. In addition, sales to country consumers on the public market were heavy and a large proportion of the purchases of chain stores were for resale in their stores outside of Sherbrooke. This would leave purchases for Sherbrooke consumers valued at approximately $400,000 or less than half of the total fruits and vegetables originally received.

## Analysis of the Business of Wholesalers

Records were obtained from three wholesale dealers of fresh fruits and vegetables in Sherbrooke. On a basis of value, receipts by wholesalers made up 66 per cent of the total purchases of fresh fruits and vegetables by all agencies in 1939. Purchases of wholesalers were of two types, firect and indirect. Direct purchases were those made directly from growers or growers' agencies in Quebec Province or elsewhere. Indirect purchases were those made through some intermediate marketing agency such as Montreal wholesalers.

Figure 5: Total Monthly Purchases by Wholesalers by Commodity Group of Fresh Fruits and Vegetables in Sherbrooke in 1939.



Both types of purchases have been analyzed on the basis of value and volume and are shown in this report.

Monthly Value by Commodity Groups.-The total value by commodity groups of monthly purchases of all fruits and vegetables by wholesalers are shown in figure 5.

Combined receipts of all fruits and vegetables were lowest in January and February, being valued at $21,891 and $21,533 for each month respectively. There was a gradual increase in March and April and then a sharp rise in May to the monthly peak of $84,320. A slight drop occurred in June and then there was a sharp decline in July and August with a gradual lessening of receipts until the low point was reached at the end of the year.

Table 6.-Monthly Value by Commodity Groups of Purchases by Wholesalers in Sherbrooke in 1939.

| Month | Citrus fruits | Other fruits 1/ | Vegetables | Potatoes | Total | Per-centage |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| January | 7,446 | 4,901 | 5,521 | 4,023 | 21,891 | 4.0 |
| February | 4,502 | 4,017 | 7,513 | 5,501 | 21,533 | 3.9 |
| March | 9,301 | 6,804 | 9,906 | 8,413 | 34,424 | 6.2 |
| April | 9,778 | 12,664 | 13,243 | 7,556 | 43,241 | 7.8 |
| May | 10,972 | 28,918 | 24,665 | 19,765 | 84,320 | 15.2 |
| June | 8,516 | 31,427 | 25,350 | 13,805 | 79,098 | 14.2 |
| July | 7,250 | 28,270 | 16,146 | 10,086 | 61,752 | 11.1 |
| August | 9,266 | 27,500 | 8,440 | 2,306 | 47,512 | 8.6 |
| September | 5,478 | 31,077 | 8,973 | 3,052 | 48,580 | 8.7 |
| October | 7,524 | 25,058 | 6,590 | 5,326 | 44,498 | 8.0 |
| November | 4,151 | 15,832 | 5,517 | 7,147 | 32,647 | 5.9 |
| December | 18,227 | 8,919 | 6,394 | 2,277 | 35,817 | 6.4 |
| Total | 102,411 | 225,387 | 138,258 | 89,257 | 555,313 | 100.0 |
| Percentage | 18.4 | 40.6 | 24.9 | 16.1 | 100.0 | |

(See also appendix table 40 for monthly value by commodity)
1/ Include a small quantity of mixed fruits and vegetables.

Oranges made up 75 per cent of the total receipts of citrus fruits and apples and bananas together made up 73 per cent of the total receipts of other fruits received in Sherbrooke in 1939.

Receipts of citrus fruit were low in February, being valued at $4,502. As the "Valencia" crop of oranges came on the market, receipts of citrus fruits increased to almost $11,000 in May and from then until November receipts were irregular. As the "navel" crop of oranges came on the market in December, receipts of citrus fruits reached the largest total for any month with purchases valued at $18,227.

From May to October monthly receipts of other fruits were valued at more than $25,000. Banana receipts made up a large part of the receipts for the months from May to August. Apple purchases by wholesalers increased markedly in September and October, while peaches and grapes were also higher during these two months.

Vegetable receipts by wholesalers showed a fairly regular trend, increasing from a low of $5,521 in January to a peak of $25,350 in June and then gradually falling off during the summer months when local receipts were heaviest on the public market.

Potato purchases of wholesalers were highest in May and declined sharply to a low of $2,306 in August. There was some increase from September to November and then a drop to the yearly low of $2,277 in December.

Monthly Volume by Commodity Groups.-On a basis of volume, total receipts by wholesalers show a similar trend to the value of fruits and vegetables received. During the year 1939, Sherbrooke wholesalers handled approximately 19,387,600 pounds of fruits and vegetables of which about 34 per cent

were fruits other than citrus fruits, 33 per cent were potatoes and 20 per cent were vegetables.

Table 7.-Monthly Volume by Commodity Groups of Purchases by Wholesalers in Sherbrooke in 1939.

| Month | Citrus fruits | Other fruits 1/ | Vegetables | Potatoes | Total | Per-centage |
|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| January | 220.4 | 125.4 | 134.1 | 309.9 | 789.8 | 4.1 |
| February | 132.4 | 101.2 | 207.7 | 437.9 | 879.2 | 4.5 |
| March | 278.8 | 173.6 | 282.0 | 596.4 | 1,330.8 | 6.9 |
| April | 272.4 | 303.5 | 299.2 | 375.9 | 1,251.0 | 6.5 |
| May | 261.4 | 667.7 | 564.2 | 1,263.9 | 2,757.2 | 14.2 |
| June | 180.0 | 703.8 | 504.7 | 1,001.8 | 2,390.3 | 12.3 |
| July | 156.5 | 711.5 | 426.8 | 644.0 | 1,938.8 | 10.0 |
| August | 200.4 | 763.8 | 422.1 | 311.0 | 1,697.3 | 8.8 |
| September | 111.4 | 1,188.6 | 479.0 | 245.7 | 2,024.7 | 10.4 |
| October | 146.6 | 981.4 | 279.7 | 410.5 | 1,818.2 | 9.4 |
| November | 89.9 | 529.4 | 173.3 | 569.7 | 1,362.3 | 7.0 |
| December | 502.7 | 283.4 | 169.4 | 192.5 | 1,148.0 | 5.9 |
| Total | 2,552.9 | 6,533.3 | 3,942.2 | 6,359.2 | 19,387.6 | 100.0 |
| Percentage | 13.2 | 33.7 | 20.3 | 32.8 | 100.0 | |

(See also appendix table 41 for monthly volume by commodity)
1/ Includes a small quantity of mixed fruits and vegetables.

On a volume basis, receipts of fruits other than citrus fruits were highest in September and October. Starting with a low of 101,200 pounds received in February, they increased steadily until the peak of 1,188,600 pounds was reached in September after which time there was a decided decline to the end of the year.

For vegetable arrivals May and June were high months by volume as well as value and during these months receipts of vegetables

totalled 534,200 pounds and 504,700 pounds respectively. On the volume basis, arrivals during July, August and September became relatively less important and during September reached a total of 479,000 pounds.

Monthly trends by volume for citrus fruits and potatoes followed very closely the value trends for 1939.

Origin by Commodity Groups.-Purchases from Montreal wholesalers and jobbers totalled about 38 per cent by value and 28 per cent by volume of the total purchases of Sherbrooke wholesalers in 1939 (tables 8 and 9). Receipts from Quebec totalled 2,553,200 pounds and were valued at $49,505. Direct purchases from other Canadian provinces were approximately 6,885,800 pounds and were valued at $115,917.

Table 8.-Origin by Value of Fresh Fruits and Vegetables Received by Wholesalers in Sherbrooke in 1939.

| Origin | Citrus fruits | Other fruits | Vegetables | Potatoes | Total | Percentage |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| Quebec Province | - | 26,528 | 15,151 | 7,826 | 49,505 | 8.9 |
| Other Canadian provinces | - | 35,112 | 6,651 | 74,154 | 115,917 | 20.9 |
| United States | 57,777 | 3,628 | 16,223 | 1,328 | 78,956 | 14.2 |
| Other countries | - | 101,330 | 1,601 | - | 102,931 | 18.5 |
| Montreal wholesalers | 44,634 | 58,789 | 98,632 | 5,949 | 208,004 | 37.5 |
| Total | 102,411 | 225,387 | 138,258 | 89,257 | 555,313 | 100.0 |

(See appendix table 42 for origin by commodity)

By value about 56 per cent of the citrus fruits purchased by Sherbrooke wholesalers were received directly by carlot from shippers in the United States. The remaining citrus fruits valued at $44,634 were received from Montreal wholesalers and originated mostly in the United States but also from such countries as Brazil, South Africa and others.

Table 9.-Origin by Volume of Fresh Fruits and Vegetables Recived by Wholesalers in Sherbrooke in 1939.

| Origin | Citrus fruits | Other fruits | Vege-tables | Potatoes | Total | Per-centage |
|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| Quebec Province | - | 1,151.4 | 720.8 | 641.1 | 2,513.3 | 13.0 |
| Other Canadian provinces | - | 1,473.2 | 266.3 | 5,146.3 | 6,885.8 | 35.5 |
| United States | 1,477.5 | 84.5 | 270.1 | 71.1 | 1,903.2 | 9.8 |
| Other countries | - | 2,514.3 | 24.2 | - | 2,538.5 | 13.1 |
| Montreal wholesalers | 1,075.4 | 1,309.9 | 2,660.8 | 500.7 | 5,546.8 | 28.2 |
| Total | 2,552.9 | 6,533.3 | 3,942.2 | 6,359.2 | 19,387.6 | 100.0 |

(See appendix table 42 for origin by commodity)

Direct purchases of Canadian fruits by Sherbrooke wholesalers in 1939 totalled 2,624,600 pounds and were valued at $61,640. Total receipts of fruit direct from other countries were valued at $101,330 of which $98,317 were bananas and $3,013 were apples (table 42 ).

Receipts of vegetables by wholesalers were chiefly indirect purchases from Montreal wholesalers although direct receipts from Quebec producers totalled $15,151 and from the United States $16,223.

Direct potato receipts from Canadian provinces other than Quebec totalled 5,146,300 pounds and were valued at $74,154 in 1939. Wholesalers handled more potatoes from New Brunswick than from any other province.

Distribution of Sales.-Total sales of wholesalers in Sherbrooke in 1939 totalled $717,962, of which $25,088 were sales between wholesalers, leaving net sales at $692,874 (table 10).

Table 10.-Distribution of Sales of Fresh Fruits and Vegetables by Wholesalers in Sherbrooke in 1939.

| Agency | Sales | Percentage |
|---|---|---|
| | $ | % |
| Country retail agencies | 366,421 | 52.9 |
| Independent retailers in Sherbrooke | 213,636 | 30.8 |
| Public market sales | 23,905 | 3.5 |
| Hotels, restaurants and chain stores | 88,912 | 12.8 |
| Total | 692,874 | 100.0 |

Because of the large area serviced, wholesale costs were relatively high and included delivery charges as well as other distribution costs.

Total sales by three wholesalers to country retail agencies totalled $366,421 in 1939 or about 53 per cent of the total wholesalers' business. Sales on the public market in Sherbrooke totalled $23,905 while sales to hotels, restaurants, chain stores and others were valued at $88,912. The remaining 31 per cent was sales to independent retail stores in Sherbrooke.

## Analysis of the Business of 79 Growers

Information was obtained from 79 representative growers selling fresh fruits and vegetables in Sherbrooke in 1939. The information obtained included an estimate of the year's sales by commodity, to whom sold, prices obtained as well as other facts.

Total sales of all produce by the 79 growers were valued at $122,083 of which about 82 per cent, or produce to a value of $99,631 were fresh fruits and vegetables (table 11).

Table 11.-Value of Sales of Quebec Farm Produce by 79 Growers in Sherbrooke by Commodity Groups in 1939.

| Commodity group | Total value | Per cent | Total volume | Value of public market sales |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | $ |
| Vegetables | 50,502 | 41.4 | 2,090.2 | 31,006 |
| Potatoes | 14,444 | 11.8 | 1,051.7 | 7,948 |
| Tree fruits | 26,067 | 21.4 | 1,727.0 | 3,978 |
| Small fruits | 8,618 | 7.0 | 154.6 | 6,298 |
| Total fruits and vegetables | 99,631 | 81.6 | 5,023.5 | 49,230 |
| Nursery stock and flowers | 3,505 | 2.9 | - | 1,378 |
| Livestock and products | 14,968 | 12.3 | - | 2,903 |
| Honey and maple products | 1,839 | 1.5 | - | 695 |
| Other | 2,140 | 1.7 | - | 2,140 |
| Total all products | 122,083 | 100.0 | - | 56,346 |

(See appendix table 43 for details by county)

The total volume of fruits and vegetables sold by these 79 growers was approximately 5,023,500 pounds of which 2,090,200 pounds represented vegetables, 1,727,000 pounds tree fruits, 1,051,700 pounds potatoes and the remainder small fruits.

Total public market sales of all produce were valued at $56,346, of which $49,230 were sales of fresh fruits and vegetables.

Table 12.-Value of Sales According to County of Origin by 79 Growers in Sherbrooke in 1939.

| County | Total value | Per cent | Value of market sales | Fruits and vegetables | |
|---|---|---|---|---|---|
| | | | | Value | Volume |
| | $ | % | $ | $ | 000's of lbs. |
| Sherbrooke (39 growers) | 53,214 | 43.6 | 25,703 | 40,618 | 1,795.6 |
| Compton (9 growers) | 13,182 | 10.8 | 5,637 | 7,913 | 585.0 |
| Rouville (20 growers) | 34,370 | 28.1 | 15,209 | 30,492 | 1,582.0 |
| Other (11 growers) | 21,317 | 17.5 | 2,681 | 20,608 | 1,060.9 |
| Total | 122,083 | 100.0 | 49,230 | 99,631 | 5,023.5 |

(See also appendix table 43 for detail by commodity).

Of the total sales by 79 growers, about 44 per cent represented the production by 39 growers in Sherbrooke County and about 28 per cent by 20 growers from Rouville County (table 12).

The average sale of growers of all produce varied from a low of $1,364 in Sherbrooke County to a high of $1,938 sold by 11 growers in counties other than Sherbrooke, Compton and Rouville (appendix table 43).

Table 13.-Value and Volume of Fresh Fruits and Vegetables Sold by 79 Growers in Sherbrooke in 1939.

| Commodity | Value | Per cent | Volume | Per cent |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | % |
| Vegetables | | | | |
| Tomatoes | 10,811 | 21.4 | 203.4 | 9.7 |
| Carrots | 6,051 | 12.0 | 346.2 | 16.6 |
| Lettuce | 5,484 | 10.9 | 219.8 | 10.5 |
| Cabbage | 4,929 | 9.7 | 363.6 | 17.4 |
| Corn | 4,535 | 9.0 | 233.3 | 11.2 |
| Beets | 3,556 | 7.0 | 101.1 | 4.8 |
| Cucumbers | 2,973 | 5.9 | 101.3 | 4.9 |
| Turnips | 2,802 | 5.6 | 274.2 | 13.1 |
| Onions | 1,991 | 3.9 | 43.7 | 2.1 |
| Radishes | 1,640 | 3.3 | 16.6 | 0.8 |
| Cauliflower | 1,386 | 2.7 | 60.3 | 2.9 |
| Beans | 1,107 | 2.2 | 30.1 | 1.4 |
| Other | 3,237 | 6.4 | 93.3 | 4.6 |
| Total vegetables | 50,502 | 100.0 | 2,090.2 | 100.0 |
| Fruits | | | | |
| Strawberries | 5,548 | 16.0 | 105.6 | 5.6 |
| Raspberries | 3,046 | 8.8 | 48.7 | 2.6 |
| Apples | 25,792 | 74.4 | 1,721.7 | 91.5 |
| Other fruits | 299 | 0.8 | 5.6 | 0.3 |
| Total fruits | 34,685 | 100.0 | 1,881.6 | 100.0 |
| Potatoes | 14,444 | | 1,051.7 | |
| Total | 99,631 | | 5,023.5 | |

(See also appendix table 45 for commodity values by county.)

On the basis of value, tomatoes were the most important vegetable grown by 79 growers selling in Sherbrooke in 1939 and made up about 21 per cent of the total vegetable sales (table 13). Carrots with 12 per cent of total sales, lettuce with about 11 per cent and cabbage and corn with about 10 per cent and 9 per cent respectively of the total vegetable sales were also important.

By volume cabbage sales were highest and amounted to 363,600 pounds for the 79 growers or about 17 per cent of the total vegetable tonnage. Carrots totalling 346,200 pounds, turnips at 274,200 pounds, corn at 233,600 pounds and lettuce at 219,800 pounds each made up over 10 per cent of the total volume of vegetables. Tomatoes though most important by value, ranked sixth on the basis of volume.

Apples totalled about 74 per cent by value and 92 per cent by volume of total fruit sold by these same 79 growers in Sherbrooke.

Table 14.-Number and Value of Loads of all Produce Sold by 79 Growers Selling Fresh Fruits and Vegetables on Sherbrooke Market in 1939.

| Month | Loads | Per cent | Value | Per cent |
|---|---|---|---|---|
| | no. | % | $ | % |
| January | 70 | 3.3 | 1,089 | 1.9 |
| February | 75 | 3.5 | 1,313 | 2.3 |
| March | 83 | 3.9 | 1,426 | 2.5 |
| April | 93 | 4.4 | 1,940 | 3.4 |
| May | 134 | 6.3 | 4,107 | 7.3 |
| June | 189 | 8.9 | 5,486 | 9.7 |
| July | 249 | 11.7 | 7,693 | 13.7 |
| August | 303 | 14.3 | 9,217 | 16.4 |
| September | 370 | 17.5 | 10,288 | 18.3 |
| October | 245 | 11.6 | 7,509 | 13.3 |
| November | 177 | 8.3 | 3,871 | 6.9 |
| December | 133 | 6.3 | 2,407 | 4.3 |
| Total | 2,121 | 100.0 | 56,346 | 100.0 |

(See also appendix table 44 for loads and value by counties)

On a basis of both loads and value, July, August and September were the high months of the year for sales of all produce by 79 growers selling on the Sherbrooke market in 1939.

Total Sales of Fresh Fruits and Vegetables by All Growers

Slightly more than half of the total sales of growers selling fresh fruits and vegetables in Sherbrooke in 1939 were sales on the Sherbrooke public market (table 15).

Table 15.-Total Sales to Different Marketing Agencies by All Growers Selling Fresh Fruits and Vegetables in Sherbrooke in 1939 1/.

| Agency | Vege-tables | Potatoes | Tree fruits | Small fruits | Total | Per cent |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| Public market | 81,888 | 20,999 | 10,506 | 16,630 | 130,023 | 50.1 |
| Sherbrooke wholesalers | 15,151 | 7,826 | 19,511 | 7,017 | 49,505 | 19.0 |
| Retailers in Sherbrooke | 26,774 | 4,691 | 830 | 838 | 33,133 | 12.8 |
| Hotels, restaurants, institutions, chain stores, etc. | 3,613 | 1,554 | 25 | 798 | 5,990 | 2.3 |
| Consumers, Sherbrooke and other | 2,119 | 5,992 | 365 | 1,376 | 9,852 | 3.8 |
| Country sales, etc. | 7,186 | 2,063 | 20,091 | 1,848 | 31,188 | 12.0 |
| Total | 136,731 | 43,125 | 51,328 | 28,507 | 259,691 | 100.0 |
| Percentage % | 52.6 | 16.6 | 19.8 | 11.0 | 100.0 | |

1/ Based on records obtained from 79 growers.

Sales made directly to wholesalers in Sherbrooke totalled $49,505, of which $19,511 were tree fruits and $15,151 were vegetables. Independent retail store purchases outside the public market amounted to $33,133 of which about 81 per cent were vegetables.

Of the total sales by growers, about 53 per cent were vegetables, about 20 per cent were tree fruits, 17 per cent were potatoes and 11 per cent were small fruits.

Sherbrooke Public Market

The public market in Sherbrooke is one of the best in the Province of Quebec. It has been modernized and enlarged to allow room not only for the growers' trucks, but also to provide parking facilities for buyers' automobiles and trucks. A large part of the market is enclosed, and part of this enclosed section is devoted entirely to meat, while the other part is devoted to general farm products. Part of the outdoor section of the market is covered and the stalls allow for an adequate display of fruits and vegetables, while on other parts of the market it is possible for the grower or trucker to sell directly from his truck. There is no distinction made on the market between growers and dealers with the exception of the rate of stall rentals. Growers pay 50 cents per stall per week, grower-dealers pay $1.00 and retailers and truckers pay $2.00 per stall.

The total value of sales of fresh fruits and vegetables on the Sherbrooke public market by growers and dealers were approximately one-quarter of a million dollars, of which $23,905 were sales by wholesalers selling on the market (table 16).

Total monthly sales on the public market in 1939 were lowest in January and increased steadily until July when sales of fruits and vegetables totalled $37,156. Sales decreased slightly in August and then increased again in September and gradually dropped off to $11,701 in December.

Table 16.-Average Monthly Value of Loads of Fresh Fruits and Vegetables Sold on the Sherbrooke Public Market by Growers, Truckers and Dealers in 1939.

| Month | Growers | Truckers and dealers | Total value | Total loads | Average per load | Percentage by value |
|---|---|---|---|---|---|---|
| | $ | $ | $ | no. | $ | % |
| January | 2,490 | 4,912 | 7,402 | 384 | 19.28 | 3.0 |
| February | 2,559 | 5,866 | 8,425 | 361 | 23.34 | 3.4 |
| March | 2,526 | 6,912 | 9,438 | 345 | 27.36 | 3.8 |
| April | 4,047 | 9,807 | 13,854 | 494 | 28.04 | 5.5 |
| May | 11,800 | 15,514 | 27,314 | 755 | 36.18 | 11.0 |
| June | 11,289 | 16,513 | 27,802 | 766 | 36.30 | 11.2 |
| July | 17,397 | 19,759 | 37,156 | 1,055 | 35.22 | 14.9 |
| August | 20,260 | 11,523 | 31,783 | 1,006 | 31.59 | 12.8 |
| September | 24,000 | 11,281 | 35,281 | 1,220 | 28.92 | 14.2 |
| October | 18,236 | 7,038 | 25,274 | 850 | 29.73 | 10.1 |
| November | 8,376 | 5,113 | 13,489 | 615 | 21.93 | 5.4 |
| December | 7,043 | 4,658 | 11,701 | 617 | 18.96 | 4.7 |
| Total | 130,023 | 118,896 | 248,919 | 8,468 | 29.40 | 100.0 |

(See appendix table 46 for information on growers and truckers loads).

The average value per load of fruits and vegetables increased from $19.28 in January to a high of $36.30 per load in June and then decreased steadily to the yearly low of $18.96 in December.

In September, 1939, 1,220 loads of fruits and vegetables were sold on the Sherbrooke market by growers, dealers and truckers.

Sales of growers on the market increased from a low of $2,490 in January to a high of $24,000 in September. Truckers' and dealers' sales reached their peak in July, being valued at $19,759.

## Independent Retail Stores

Total value of purchases of fresh fruits and vegetables by independent retail stores in Sherbrooke was $264,629, of which $213,636 were purchases from wholesalers, $33,133 from Quebec growers direct and the remainder from growers and truckers on the public market (table 17).

Table 17.-Total purchases of Fresh Fruits and Vegetables by Independent Retail Stores in Sherbrooke in 1939 1/.

| Agency | Value | Percentage |
|---|---|---|
| | $ | % |
| Wholesalers | 213,636 | 80.7 |
| Public markets | 17,860 | 6.8 |
| Direct | 33,133 | 12.5 |
| Total | 264,629 | 100.0 |

1/ No record of purchases from truckers at the store door were available.

## Hotels, Restaurants, Institutions, Chain Stores and Others

Total purchases in 1939 of hotels, restaurants, institutions, chain stores and buyers other than independent retail stores totalled $130,373, of which $88,912 were purchases from wholesalers in Sherbrooke (table 18). This total included purchases by two chain stores having branch stores in some of the country points adjacent to Sherbrooke and for which it was not possible to show a separate total. Purchases of this group of buyers from the public market amounted to $24,493, or about 19 per cent of the total.

The total value of fresh fruits and vegetables produced by these agencies for consumption was estimated at $1,540.

Table 18.-Total Purchases of Fresh Fruits and Vegetables by Hotels, Restaurants, Institutions, Chain Stores and Other Buyers, from Different Agencies in Sherbrooke in 1939.

| Agency | Value | Percentage |
|---|---|---|
| | $ | % |
| Wholesalers | 88,912 | 68.2 |
| Public market | 24,493 | 18.8 |
| Growers direct | 5,990 | 4.6 |
| Montreal jobbers | 10,981 | 8.4 |
| Total purchased | 130,376 | 100.0 |
| Value of fruits and vegetables produced | 1,540 | |
| Total | 131,916 | |

## Summary - Sherbrooke

Receipts of fresh fruits and vegetables in Sherbrooke in 1939 totalled more than 16,000 tons and were valued at $840,000 at a laid down cost in Sherbrooke.

Wholesalers' purchases were valued at $555,313 of which only 9 per cent was produced in Quebec Province.

Sales of fresh fruits and vegetables on the public market were $225,014 of which $197,181 represented produce grown in Quebec Province.

Receipts of tree fruits in Sherbrooke in 1939 were valued at $364,000, vegetables $304,766, while potatoes were valued at slightly less than $126,000.

Forty per cent by volume of all vegetables received in Sherbrooke consisted of tomatoes, carrots, and lettuce.

Bananas, apples and oranges were the most important fruits purchased by Sherbrooke buyers and on a basis of value made up about 27 per cent, 22 per cent and 21 per cent of the total fruit purchases.

Of the total purchases of all fruits and vegetables in Sherbrooke in 1939, about 26 per cent by value and 43 per cent by volume were produced by Quebec growers.

Rail receipts by carlot made up about 53 per cent of the total receipts by value while truck receipts totalled 44 per cent.

Less than one-half of the total fruits and vegetables originally received in Sherbrooke were sold in the city itself. The larger proportion was for reshipment to country points.

Wholesalers' purchases reached their peak in May and June, being valued at $84,320 and $79,098 respectively.

Sherbrooke wholesalers handled approximately 9,700 tons of fruits and vegetables of which about 34 per cent were fruits other than citrus, 33 per cent were potatoes and 20 per cent were vegetables.

Purchases by Sherbrooke wholesalers from Montreal wholesalers and jobbers totalled about 38 per cent by value and 28 per cent by volume of their total purchases.

Direct purchases of Canadian fruits by Sherbrooke wholesalers in 1939 totalled 2,624,000 pounds valued at $61,640, while potato purchases from Canada were 5,146,300 pounds valued at $74,154.

Sales of wholesalers were $692,874 of which about 53 per cent were sales to country retail agencies and about 31 per cent were sales to independent retail stores in Sherbrooke.

Total sales of fresh fruits and vegetables by Quebec growers in Sherbrooke were $228,503, of which $130,023 were sales on the public market, $49,505 sales to Sherbrooke wholesalers and $33,133 direct sales to independent retail stores in Sherbrooke.

More than 8,400 loads of fruits and vegetables with an average value of $29.40 were sold on the Sherbrooke market by growers in 1939.

Total purchases of independent retail stores were valued at $264,629.

## PART II - THREE RIVERS

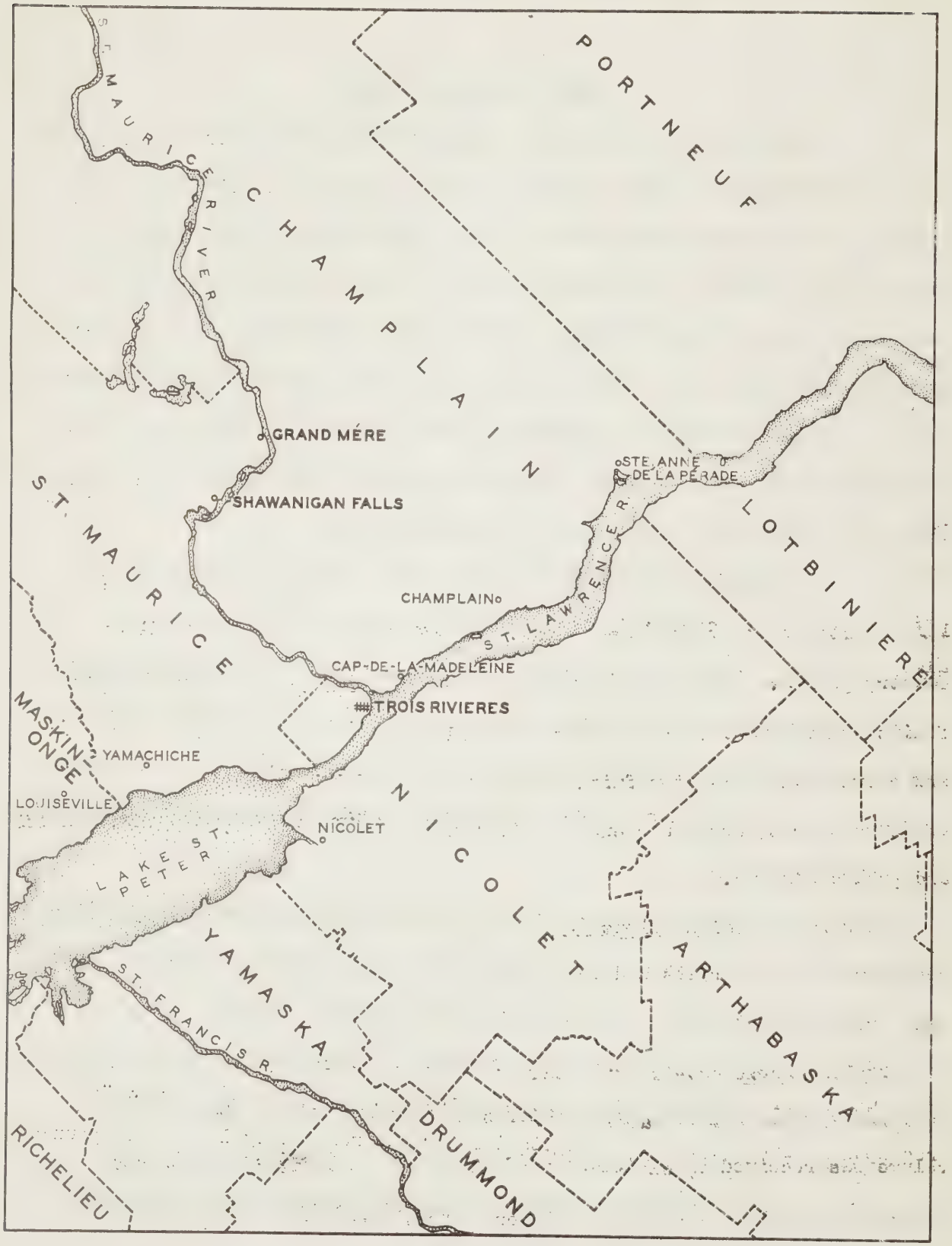
Three Rivers is the fourth largest city in the Province of Quebec and had a population in 1938 of about 40,000. The city is situated about midway between Montreal and Quebec, on the north shore of the St. Lawrence River. Three Rivers is an industrial rather than agricultural centre and the manufacturing of pulp and paper is the leading industry. Market gardening and potato-growing, as well as hog raising, are important in St. Maurice County, one of the counties adjacent to Three Rivers. In Champlain County, also adjacent to Three Rivers, mixed farming is largely practised although the potato acreage in this County is relatively high.

In contrast to Sherbrooke, Three Rivers does not tend to be a large distribution centre for fruits and vegetables to the surrounding country points. Towns and villages on the main highway are serviced with fruits and vegetables from either Montreal or Quebec City, while Grand Mere and Shawinigan Falls, two fairly large centres approximately 25 miles north of Three Rivers, are large enough to maintain their own wholesale distributors and public markets.

Analysis of Total Receipts of Fresh Fruits and Vegetables in 1939.-Total receipts of fresh fruits and vegetables were approximately 18,277,200 pounds and were valued at $434,770 (laid down cost in Three Rivers).

Marketing Agencies.-Of the total arrivals of fresh fruits and vegetables in Three Rivers in 1939, about 65 per cent by value and 55 per cent by volume was received by wholesalers (figure 7). Wholesalers' purchases totalled $280,695, of which $35,090 or about 12 per cent were purchases from Quebec producers.

# MAP OF THREE RIVERS MARKET AREA



Sales by Quebec growers on the public market and to independent retail stores direct totalled $92,673. These sales made up about 21 per cent by value and 32 per cent by volume of the total purchases of all agencies. Purchases by other agencies totalled $61,402, one-quarter of which was produced in Quebec Province.

Commodity Groups.-Vegetable purchases by all agencies in Three Rivers were approximately 4,836,200 pounds, valued at $130,489 (figure 8), of which more than half was produced by Quebec growers (appendix table 47).

Purchases of potatoes were relatively higher in Three Rivers than in Sherbrooke and made up about 23 per cent by value and 39 per cent by volume of the total receipts in Three Rivers, compared with 15 per cent by value and 28 per cent by volume in Sherbrooke (table 19).

Table 19.-Percentage by Volume and Value by Commodity Group in Sherbrooke and Three Rivers, 1939.

| | Volume | | Value | |
|---|---|---|---|---|
| | Three Rivers | Sherbrooke | Three Rivers | Sherbrooke |
| | % | % | % | % |
| Vegetables | 26.5 | 33.0 | 27.7 | 36.3 |
| Potatoes | 38.7 | 28.5 | 22.7 | 15.0 |
| Tree fruits | 33.6 | 36.1 | 46.8 | 43.3 |
| Small fruits | 1.2 | 2.4 | 2.8 | 5.4 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 |

Receipts of tree fruits including citrus fruits, bananas and apples, totalled 6,140,500 pounds and were valued at $203,491. Small fruits were of relatively less importance in Three Rivers than in Sherbrooke in 1939.

Figure 7 Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Three Rivers in 1939.

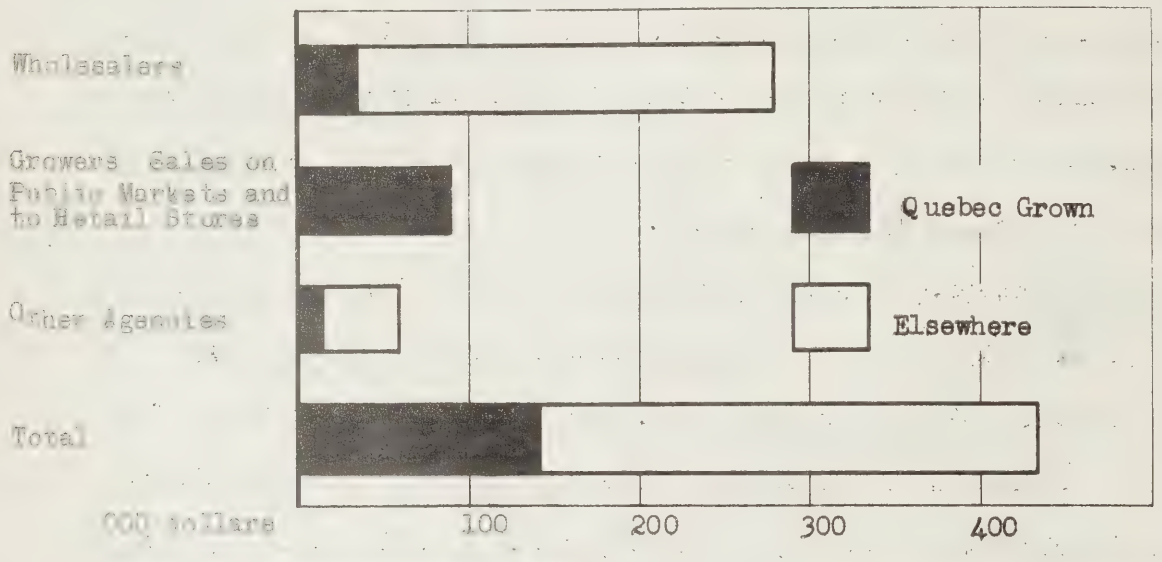
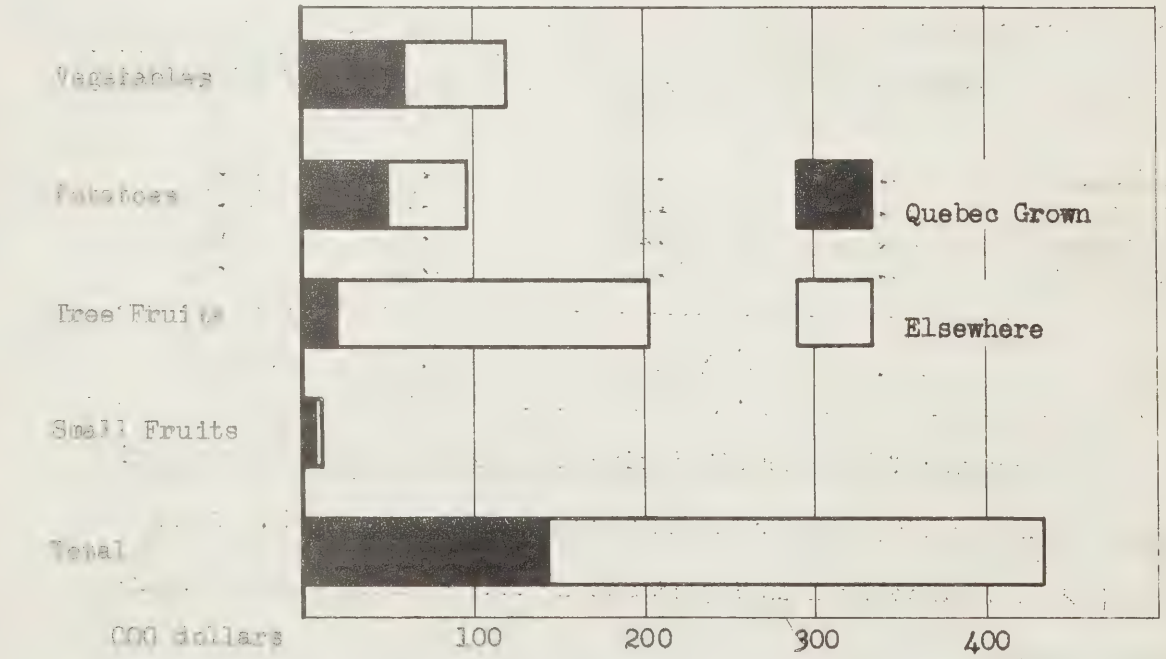



Figure 8 Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Three Rivers in 1939.



Individual Commodities.-Total arrivals by value and volume of the more important fruits and vegetables were shown in table 20.

Tomatoes were the most important vegetable marketed in Three Rivers in 1939 both on the basis of value and volume. By value, lettuce, celery, and onions were next in importance and total receipts were valued at $14,389, $10,961 and $9,541 respectively.

On a basis of volume, cabbage receipts ranked next to tomatoes and made up about 13 per cent of the total vegetable receipts. Lettuce arrivals were 581,400 pounds, or about 12 per cent of the total. Carrots weighing 407,400 pounds, onions 368,400 pounds, and corn at 249,100 pounds, each made up over 5 per cent of the total vegetable receipts.

Bananas ranked first amongst the fruits on the basis of value, making up about 30 per cent of the total fruit receipts in Three Rivers in 1939. Apples, valued at $56,644, were of second importance and oranges with about 16 per cent of the total receipts by value, were third. By volume, however, apples exceeded bananas and receipts weighed 2,429,700 pounds or about 38 per cent of total fruit purchased. Banana receipts totalling 1,843,900 pounds and oranges totalling 833,000 pounds were second and third respectively. Receipts of berries, grapes and peaches were all valued at more than $5,000 in 1939.

Table 20.-Receipts of Individual Fresh Fruits and Vegetables in Three Rivers in 1939 (Not Including Potatoes).

| | Value | Per cent | Volume | Per cent |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | % |
| Vegetables | | | | |
| 1. Tomatoes | 43,379 | 36.0 | 1,378.1 | 28.5 |
| 2. Lettuce | 14,389 | 11.9 | 581.4 | 12.0 |
| 3. Celery | 10,961 | 9.1 | 232.5 | 4.8 |
| 4. Onions | 9,541 | 7.9 | 368.4 | 7.6 |
| 5. Cabbage | 8,861 | 7.4 | 638.1 | 13.2 |
| 6. Carrots | 7,375 | 6.1 | 407.0 | 8.4 |
| 7. Corn | 5,131 | 4.3 | 249.1 | 5.2 |
| 8. Cucumbers | 4,011 | 3.3 | 146.7 | 3.1 |
| 9. Beets | 2,542 | 2.1 | 232.9 | 4.8 |
| 10. Cauliflower | 2,303 | 1.9 | 89.2 | 1.8 |
| 11. Other | 11,996 | 10.0 | 512.8 | 10.6 |
| Total vegetables | 120,489 | 100.0 | 4,836.2 | 100.0 |
| Fruits | | | | |
| 1. Bananas | 64,855 | 30.1 | 1,843.9 | 29.0 |
| 2. Apples | 56,644 | 26.3 | 2,429.7 | 38.1 |
| 3. Oranges | 34,045 | 15.8 | 833.0 | 13.1 |
| 4. Berries | 11,437 | 5.3 | 215.2 | 3.4 |
| 5. Grapes | 10,074 | 4.6 | 281.2 | 4.4 |
| 6. Peaches | 5,415 | 2.5 | 178.0 | 2.8 |
| 7. Other | 33,160 | 15.4 | 584.7 | 9.2 |
| Total fruits | 215,630 | 100.0 | 6,365.7 | 100.0 |

(See also appendix table 49).

Origin of Produce.-Of the total receipts of fresh fruits and vegetables in Three Rivers in 1939, 33 per cent by value and about 48 per cent by volume were produced in the Province of Quebec (table 21). Table 49 in the appendix shows the proportion of each commodity that was grown in Quebec Province.

Table 21-Percentage of Quebec Grown Vegetables, Potatoes and Fruits Received in Three Rivers in 1939

| Commodity group | Value | | Volume | |
|---|---|---|---|---|
| | | Per cent produced in Quebec | | Per cent produced in Quebec |
| | $ | % | 000's of lbs. | % |
| Vegetables | 120,489 | 50.1 | 4,836.2 | 72.6 |
| Potatoes | 98,651 | 53.6 | 7,075.3 | 53.5 |
| Fruits | 215,630 | 14.1 | 6,365.7 | 19.5 |
| Total | 434,770 | 33.0 | 18,277.2 | 47.9 |

Fifty per cent by value and about 73 per cent by volume of all vegetables received in Three Rivers in 1939 were produced by Quebec growers.

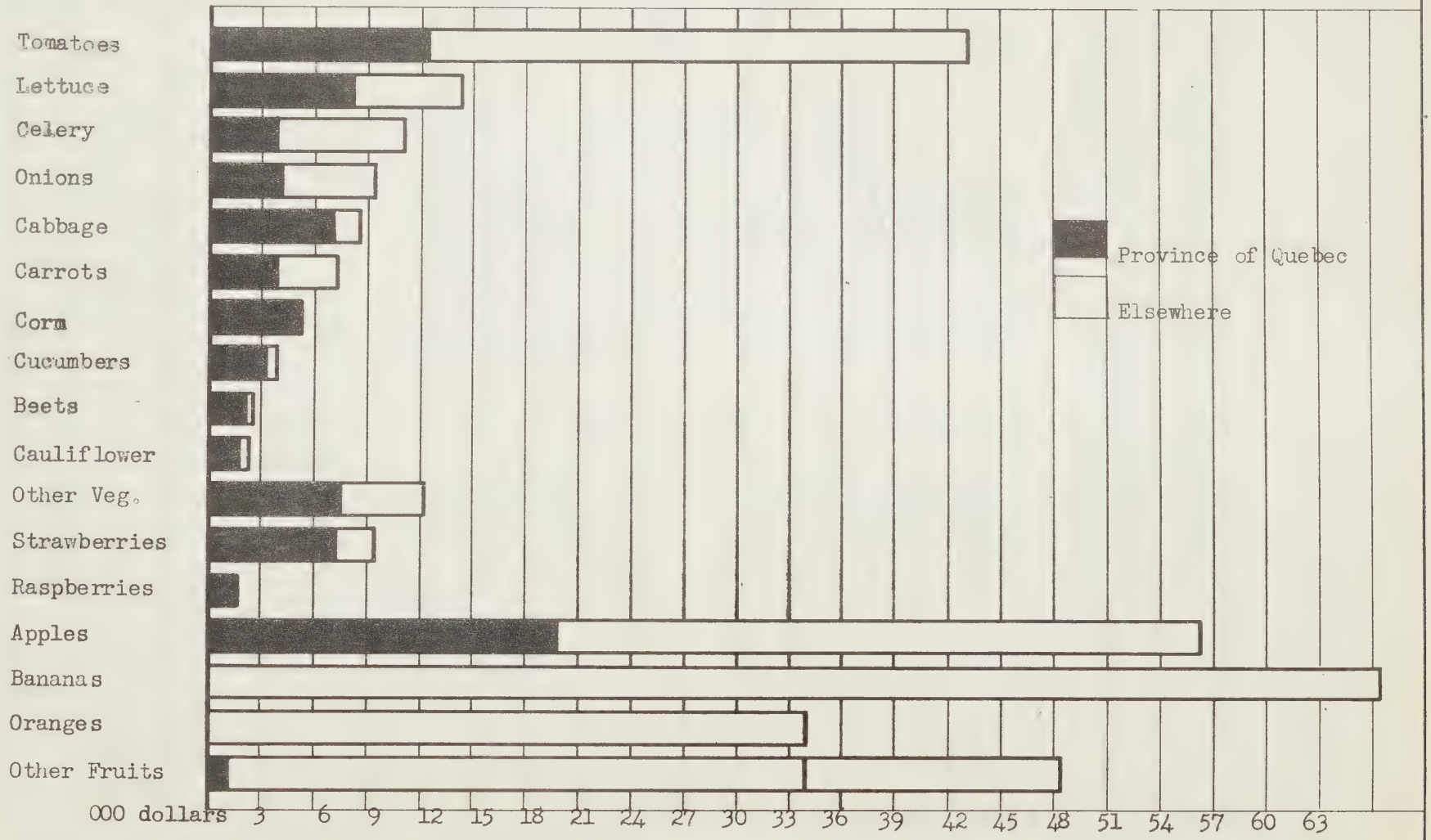
Of the total potato receipts in Three Rivers about 54 per cent by value were Quebec grown. This is a larger percentage than was received in Sherbrooke where only about 34 per cent of the potatoes were grown within the Province. This large proportion of locally grown potatoes resulted from the fact that Three Rivers is close to a large potato producing area.

Of the total receipts of fruits only 14 per cent by value and about 20 per cent by volume were produced in Quebec Province.

Origins by value of arrivals of individual fruits and vegetables as well as the proportion coming from the Province of Quebec are shown in figure 9.

In interpreting the information shown in figure 9 it should be pointed out that because a small percentage of any particular commodity was produced in the Province of Quebec in 1939, it does not necessarily follow that a larger production of that product is possible or desirable.

Figure 9 Value of Receipts of Individual Fresh Fruits and Vegetables in Three Rivers in 1939



The season of arrival of produce grown outside Quebec Province must be considered in every instance.

Over 70 per cent of total receipts of cabbage, corn, cucumbers, beets, cauliflower, strawberries and raspberries received in Three Rivers in 1939 were produced in Quebec. On the other hand, less than 50 per cent of the tomatoes, celery, onions and apples arriving in Three Rivers were produced within the Province.

Method of Arrival.

Receipts by carload of fruits and vegetables amounted to only about 28 per cent of total arrivals compared with 53 per cent in Sherbrooke. Receipts by motor truck in Three Rivers were about 59 per cent of the total and amounted in value to $255,867.

Table 22.-Method of Arrival of Fresh Fruits and Vegetables Received in Three Rivers in 1939.

| Method of arrival | Value | Percentage |
|---|---|---|
| | $ | % |
| Carlot (rail) | 124,109 | 28.5 |
| Motor truck | 255,857 | 58.9 |
| L.c.l. (freight or express) | 36,817 | 8.5 |
| Boat | 17,987 | 4.1 |
| Total | 434,770 | 100.0 |

Receipts by less than carlot freight and express made up slightly more than 8 per cent of the total while receipts by boat from Montreal were valued at approximately $18,000 in 1939. Total receipts by carlot include mixed cars arriving from Montreal wholesalers and jobbers.

Distribution of Purchases.-The total distribution of all fruits and vegetables at a laid down cost in Three Rivers is shown in table 23.

Table 23.-Distribution of Total Purchases of Fresh Fruits and Vegetables in Three Rivers in 1939 (Laid Down Cost in Three Rivers).

| Retailers and consumers | Value | Percentage |
|---|---|---|
| | $ | % |
| Independent retail stores | 228,928 | 52.7 |
| Country retail agencies | 44,487 | 10.2 |
| Consumers | 61,103 | 14.1 |
| Hotels, restaurants, chain stores, institutions and others | 100,252 | 23.0 |
| Total | 434,770 | 100.0 |

Of the total purchases by all agencies in Three Rivers in 1939 slightly more than 10 per cent were for reshipment to country retail marketing agencies. Purchases for consumption in Three Rivers were, therefore, valued at slightly less than $400,000. Of this, consumer purchases on the market or direct from growers totalled $61,103 in value while the remainder represents the value of purchases by independent retail stores, chain stores and hotels, restaurants and institutions in Three Rivers.

Analysis of the Business of Wholesalers

Complete information was obtained from three wholesale dealers of fresh fruits and vegetables in Three Rivers. One of these dealers was a branch of a larger company having wholesale outlets in many cities in Quebec. Purchases from Montreal by this company were made through its head office and are considered indirect purchases from Montreal wholesalers. Receipts which came direct from other sources of supply are considered as direct purchases.

Monthly Value by Commodity Groups.-Total value of purchases by wholesalers of fruits and vegetables in Three Rivers were slightly more than two hundred and eighty thousand dollars (table 24).

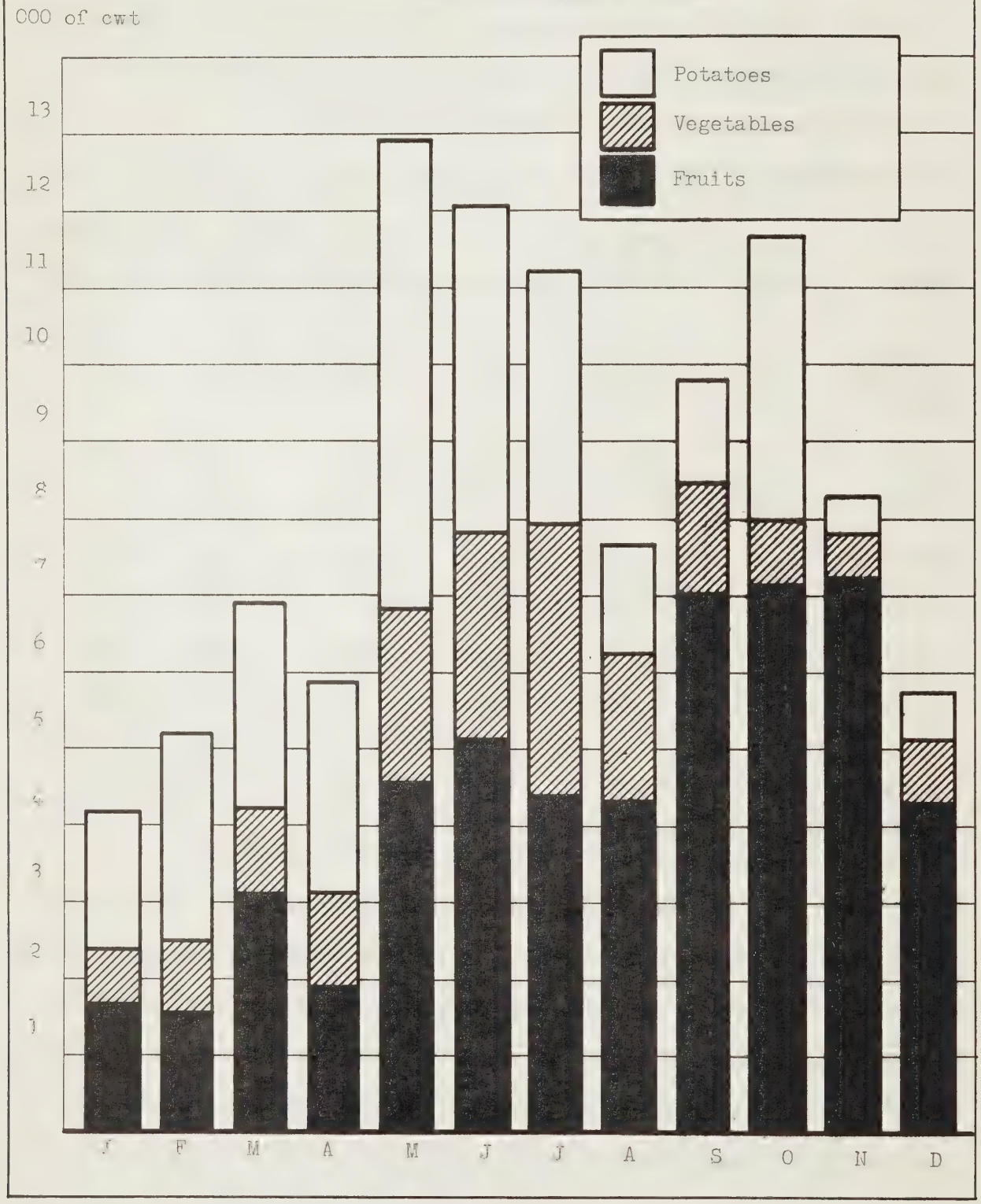
Table 24.-Value by Commodity Group of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Three Rivers in 1939.

| Month | Citrus fruits | Other 1/ fruits | Vegetables | Potatoes | Total | Per cent |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| January | 1,670 | 4,929 | 2,406 | 2,405 | 10,773 | 3.8 |
| February | 2,306 | 3,286 | 3,081 | 3,452 | 12,125 | 4.3 |
| March | 4,891 | 6,634 | 4,371 | 3,706 | 19,602 | 7.0 |
| April | 1,973 | 5,241 | 5,498 | 5,187 | 17,899 | 6.4 |
| May | 3,762 | 14,749 | 10,193 | 9,195 | 37,899 | 13.5 |
| June | 4,312 | 17,300 | 12,495 | 5,756 | 39,863 | 14.2 |
| July | 3,022 | 14,627 | 14,383 | 5,432 | 37,464 | 13.4 |
| August | 1,767 | 14,472 | 2,806 | 1,472 | 20,517 | 7.3 |
| September | 2,398 | 15,640 | 2,251 | 2,171 | 22,460 | 8.0 |
| October | 1,937 | 15,382 | 2,356 | 4,975 | 24,650 | 8.8 |
| November | 1,762 | 15,361 | 1,593 | 660 | 19,376 | 6.9 |
| December | 7,920 | 6,471 | 2,090 | 786 | 18,067 | 6.4 |
| Total | 37,720 | 133,455 | 64,323 | 45,197 | 280,895 | 100.0 |

(See appendix table 53)
1/ Includes a small quantity of mixed fruits and vegetables.

Value of receipts of all kinds of commodities in January were the lowest for the year and amounted in value to only $10,773. Receipts increased in February and March and after decreasing slightly in April, rose sharply to a peak of $39,863 in June. July was slightly lower than June and then receipts dropped sharply in August to remain relatively stable for the rest of the year.

Figure 10 Total Volume of Wholesalers Monthly Receipts by Commodity Groups of Fresh Fruits and Vegetables in Three Rivers in 1939



Total receipts of citrus fruits in 1939 were valued at $37,720. Arrivals by months show a very irregular trend with receipts in March, June and December being highest in value. The monthly value of receipts of other fruits were lowest in January and February. Seventy per cent of the total value of receipts in May, June, July and August were bananas while in September peaches and grapes, as well as apples and bananas, were purchased in large quantities. In October and November purchases of apples amounted to $23,421, out of a total of $30,743 spent for all fruits except citrus.

Vegetable purchases were low in January and increased gradually to a peak of $14,383 in July. When local receipts of vegetables were available in quantity on the market, purchases by wholesalers dropped to $2,806 in August and $1,593 in November.

Potato receipts increased from $2,405 in January to a peak of $9,195 in May and then gradually decreased to a low of $660 in November.

Monthly Volume by Commodity Groups.- More than ten million pounds of fresh fruits and vegetables were received by wholesalers in Three Rivers in 1939. The monthly volume by commodity groups is shown in figure 10.

Of the total volume of fruits and vegetables purchased, fruits, other than citrus, made up about 43 per cent, vegetables 17 per cent, and potatoes 31 per cent (table 25).

On the basis of volume, receipts of all kinds of commodities in January were lowest for the year totalling only 415,200 pounds. There was a sharp increase in May to a monthly peak of 1,230,400 pounds which held fairly steady for June and July. In August arrivals decreased sharply in volume and then increased again in September and October. In November

and December receipts declined sharply.

Table 25.-Monthly Volume by Commodity Groups of Purchases by Wholesalers in Three Rivers in 1939.

| Month | Citrus fruits | Other 1/ fruits | Vegetables | Potatoes | Total | Percentage |
|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| January | 44.8 | 118.6 | 68.4 | 183.4 | 415.2 | 4.1 |
| February | 64.3 | 87.9 | 94.3 | 267.6 | 514.1 | 5.1 |
| March | 138.2 | 181.0 | 100.7 | 267.1 | 687.0 | 6.9 |
| April | 53.0 | 140.2 | 120.4 | 271.4 | 585.0 | 5.8 |
| May | 88.0 | 363.9 | 228.8 | 549.7 | 1,230.4 | 12.2 |
| June | 81.9 | 420.1 | 276.3 | 427.6 | 1,205.9 | 12.0 |
| July | 64.9 | 376.8 | 344.5 | 332.5 | 1,118.7 | 11.2 |
| August | 35.9 | 393.0 | 193.3 | 135.1 | 757.3 | 7.5 |
| September | 42.3 | 648.1 | 101.1 | 183.1 | 974.6 | 9.7 |
| October | 35.3 | 671.3 | 87.7 | 376.5 | 1,170.8 | 11.7 |
| November | 36.7 | 683.1 | 56.8 | 49.6 | 826.2 | 8.2 |
| December | 194.9 | 239.9 | 68.4 | 59.1 | 562.3 | 5.6 |
| Total | 880.2 | 4,323.9 | 1,740.7 | 3,102.7 | 10,047.5 | 100.0 |
| Percentage | 8.8 | 43.0 | 17.3 | 30.9 | 100.0 | |

1/ Includes a small quantity of mixed fruits and vegetables.
(See also appendix table 51).

Fruit receipts by volume in Three Rivers show three fairly distinct periods. From January to April, fruit receipts were low, ranging from 152,200 pounds in February to 319,200 pounds in March. During May, June, July and August, banana arrivals reached their peak and the total volume of fruits varied from a low of 428,900 pounds in August to a high of 502,000 pounds in June. In September, October and November, due to the increased volume of apples arriving on the market, fruit arrivals reached the peak for the year, averaging approximately 700,000 pounds for

each of the three months. In December fruit receipts declined to 434,000 pounds.

Vegetable receipts by volume show a very regular trend, increasing from 68,400 pounds in January to a peak of 344,500 pounds in July and then decreasing to 56,800 pounds in November.

Potato receipts were high in May and June, decreased in August, and then increased sharply in October to 376,500 pounds. Receipts in November and December were 49,600 and 59,100 pounds respectively.

Origin by Commodity Groups.-Purchases from Montreal wholesalers and jobbers totalled about 50 per cent by value and 38 per cent by volume of total purchases by wholesalers in Three Rivers (tables 26 and 27).

Table 26.-Origin by Value of Fresh Fruits and Vegetables Received by Wholesalers in Three Rivers in 1939.

| Origin | Citrus fruits | Other 1/ fruits | Vegetables | Potatoes | Total | Per-centage |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| Quebec Province | - | 18,313 | 11,667 | 5,110 | 35,090 | 12.5 |
| Other Canadian Provinces | - | 18,277 | - | 27,028 | 45,305 | 16.2 |
| United States | 6,742 | - | 2,508 | - | 9,250 | 3.3 |
| Other countries | - | 50,839 | - | - | 50,839 | 18.1 |
| Montreal wholesalers | 30,978 | 46,026 | 50,148 | 13,059 | 140,211 | 49.9 |
| Total | 37,720 | 133,455 | 64,323 | 45,197 | 280,695 | 100.0 |

(See also appendix table for origin by commodity).
1/ Includes a small quantity of mixed fruits and vegetables.

Receipts from Quebec producers totalled 1,941,600 pounds and were valued at $35,090. Direct purchases from other Canadian provinces totalled $45,305 or about 16 per cent of the total value of receipts by wholesalers in Three Rivers in 1939.

Table 27.-Origin by Volume of Fresh Fruits and Vegetables Received by Wholesalers in Three Rivers in 1939.

| Origin | Citrus fruits | Other 1/ fruits | Vegetables | Potatoes | Total | Per-centage |
|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| Quebec Province | - | 942.1 | 592.8 | 406.7 | 1,941.6 | 19.3 |
| Other Canadian Provinces | - | 800.8 | - | 1,839.9 | 2,640.7 | 26.3 |
| United States | 180.2 | - | 32.8 | - | 213.0 | 2.1 |
| Other countries | - | 1,398.6 | - | - | 1,398.6 | 13.9 |
| Montreal wholesalers | 700.0 | 1,182.4 | 1,115.1 | 856.1 | 3,853.6 | 38.4 |
| Total | 880.2 | 4,323.9 | 1,740.7 | 3,102.7 | 10,047.5 | 100.0 |

1/ Includes a small quantity of mixed fruits and vegetables.

Of this total from other Canadian provinces, the value of potatoes amounted to $27,028. Receipts from the United States direct were citrus fruits while purchases from other countries were chiefly bananas.

Vegetables, other than those which came from Quebec growers, were almost entirely obtained from wholesalers in Montreal. Of the total potato receipts by Three Rivers wholesalers, 1,839,900 pounds valued at $27,028 were received from growers in other Canadian provinces.

Distribution of Sales.-Total sales of wholesalers in Three Rivers in 1939 amounted in value to $341,511 (table 28).

Table 28.-Distribution of Sales of Fresh Fruits and Vegetables by Wholesalers in Three Rivers in 1939.

| Agency | Value | Percentage |
|---|---|---|
| | $ | % |
| Country retail agencies | 54,125 | 15.8 |
| Independent retail stores - Three Rivers | 242,431 | 71.0 |
| Hotels, restaurants, institutions and others | 44,955 | 13.2 |
| Total | 341,511 | 100.0 |

Only about 16 per cent of wholesalers' total sales were to country retail marketing agencies located outside the city of Three Rivers. Independent retail stores in Three Rivers purchased fruits and vegetables valued at $242,431 from wholesalers in Three Rivers in 1939.

Analysis of the Business of 69 Growers

Information similar to that obtained from growers selling in Sherbrooke was obtained from 69 growers selling fresh fruits and vegetables in Three Rivers in 1939. Total sales by these 69 growers totalled $52,447 (table 29), or an average of $760 per grower compared with an average of $1,545 per grower in Sherbrooke.

Table 29.-Value of Sales of Quebec Farm Produce by 69 Growers in Sherbrooke by Commodity Groups in 1939.

| Commodity group | Total value | Percentage | Total volume | Value of public market sales | |
|---|---|---|---|---|---|
| | $ | % | 000's of lbs. | $ | % |
| Vegetables | 19,518 | 37.2 | 1,163.9 | 19,389 | 48.4 |
| Potatoes | 15,272 | 29.1 | 1,161.9 | 9,691 | 24.2 |
| Tree fruits | 405 | 0.8 | 12.4 | 390 | 1.0 |
| Small fruits | 5,571 | 10.6 | 119.8 | 4,451 | 11.1 |
| Total fruits and vegetables | 40,766 | 77.7 | 2,458.0 | 33,921 | 84.7 |
| Nursery stock and flowers | 1,337 | 2.6 | - | 1,337 | 3.4 |
| Livestock and products | 9,962 | 19.0 | - | 4,456 | 11.1 |
| Honey and maple products | 382 | 0.7 | - | 307 | 0.8 |
| Total | 52,447 | 100.0 | - | 40,021 | 100.0 |

(See also appendix table 53 for detail by county)

Fruit and vegetables sales made up about 78 per cent of total business of these 69 growers and about 85 per cent of their public market business. Vegetable sales in Three Rivers by this group amounted to $19,518 and potato sales $15,272. On a basis of volume, receipts of vegetables and potatoes were about equal in weight, each totalling approximately 1,160,000 pounds.

Table 30.-Value of Sales by County of Quebec Grown Produce of 69 Growers in Three Rivers in 1939.

| County | Total value | Percentage | Value of public market sales | Fruits and vegetables | |
|---|---|---|---|---|---|
| | | | | Value | Volume |
| | $ | % | $ | $ | 000's of lbs |
| Champlain (47 growers) | 25,955 | 49.5 | 14,859 | 18,269 | 1,165.9 |
| St. Maurice (14 growers) | 15,532 | 29.6 | 14,202 | 12,504 | 747.3 |
| Other counties(8 growers) | 10,960 | 20.9 | 10,960 | 9,993 | 544.8 |
| Total | 52,447 | 100.0 | 40,021 | 40,766 | 2,458.0 |

(See also appendix table 55 for detail by commodity group).

Forty-seven growers from Champlain County sold farm produce in Three Rivers in 1939 valued at $25,955, of which produce worth $14,859 was sold on the public market. Potato sales by these growers from Champlain County amounted to $13,598, or about 52 per cent of their total sales. Fourteen growers from St. Maurice County sold farm produce in Three Rivers valued at $15,532, of which produce worth $14,202 was sold on the public market. Vegetable sales by these 14 growers totalled $9,589 or about 62 per cent of their total sales. The value of sales by 8 growers from other counties was $10,960, of which $9,993 represented sales of fresh fruits and vegetables on the public market.

Total sales of these 69 growers by individual commodities are shown in table 31. On a basis of value, tomatoes, lettuce, cabbage and corn each made up more than 10 per cent of the total vegetable sales. By volume, tomatoes represented about 24 per cent, cabbage 15 per cent, carrots 12 per cent and lettuce 10 per cent of the total sales by the 69 growers.

Strawberries both by value and volume made up more than eighty per cent of the total sales of fruit by these same growers.

Table 31.-Value and Volume of Individual Fresh Fruits and Vegetables Sold by 69 Growers in Three Rivers in 1939.

| | Value | | Volume | |
|---|---|---|---|---|
| | $ | % | 000's of lbs. | % |
| Vegetables | | | | |
| Tomatoes | 3,873 | 19.8 | 274.3 | 23.6 |
| Lettuce | 2,564 | 13.2 | 118.1 | 10.2 |
| Cabbage | 2,133 | 10.9 | 173.6 | 14.9 |
| Corn | 2,022 | 10.4 | 98.2 | 8.4 |
| Onions | 1,382 | 7.1 | 48.0 | 4.1 |
| Carrots | 1,348 | 6.9 | 135.5 | 11.6 |
| Celery | 1,320 | 6.8 | 30.5 | 2.6 |
| Beets | 939 | 4.8 | 88.7 | 7.6 |
| Cucumbers | 809 | 4.1 | 34.0 | 2.9 |
| Cauliflower | 591 | 3.0 | 26.2 | 2.3 |
| Radishes | 587 | 3.0 | 8.2 | 0.7 |
| Other | 1,950 | 10.0 | 128.5 | 11.1 |
| Total vegetables | 19,518 | 100.0 | 1,163.9 | 100.0 |
| Fruits | | | | |
| Strawberries | 4,900 | 82.0 | 110.2 | 83.3 |
| Raspberries | 659 | 11.0 | 9.5 | 7.2 |
| Apples | 314 | 5.3 | 9.9 | 7.5 |
| Other fruits | 103 | 1.7 | 2.6 | 2.0 |
| Total fruits | 5,976 | 100.0 | 132.2 | 100.0 |
| Potatoes | 15,272 | - | 1,161.9 | - |
| Total | 40,766 | - | 2,458.0 | - |

(See appendix table 55 for detail by county).

A tabulation of the monthly sales of 69 growers of fruits and vegetables in Three Rivers shows that from January to May only about 13 per cent of the total yearly business was done (table 32). There was a sharp increase in June and from then until October the total value of all sales were valued at more than $5,000 each month. Approximately two thousand loads were sold in Three Rivers by these 69 growers in 1939, and from May until October the average value per load was more than twenty dollars (appendix table 54).

Table 32.-Number and Value of Loads of All Produce Sold by 69 Growers Selling Fresh Fruits and Vegetables on Three Rivers Market in 1939.

| Months | Loads | Percentage | Value | Percentage |
|---|---|---|---|---|
| | | % | | % |
| January | 45 | 2.3 | 643 | 1.6 |
| February | 52 | 2.6 | 707 | 1.8 |
| March | 53 | 2.6 | 674 | 1.7 |
| April | 69 | 3.5 | 951 | 2.3 |
| May | 113 | 5.7 | 2,368 | 5.9 |
| June | 225 | 11.3 | 5,026 | 12.6 |
| July | 347 | 17.4 | 7,239 | 18.1 |
| August | 240 | 12.0 | 5,870 | 14.7 |
| September | 302 | 15.1 | 6,414 | 16.0 |
| October | 251 | 12.6 | 5,053 | 12.6 |
| November | 177 | 8.9 | 3,475 | 8.7 |
| December | 120 | 6.0 | 1,601 | 4.0 |
| Total | 1,994 | 100.0 | 40,021 | 100.0 |

Total Sales of Fresh Fruits and Vegetables by all Growers.-Total sales of fresh fruits and vegetables by all Quebec growers were approximately $144,000 in 1939. This figure was calculated from information obtained from 69 growers. Of this total, sales to wholesalers totalled $35,090,

while sales through the public market and to retail stores were $92,673 or about 64 per cent of the total. Vegetables valued at $60,362 made up 42 per cent of the total receipts from Quebec growers, while potatoes valued at $52,875 were also important.

Table 33.-Total Sales of Fresh Fruits and Vegetables to Different Marketing Agencies in Three Rivers by all Growers 1/ in 1939 2/.

| Agency | Vegetables | Potatoes | Tree fruits | Small fruits | Total | Per-centage |
|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | % |
| Wholesalers | 11,667 | 5,110 | 18,243 | 70 | 35,090 | 24.4 |
| Public market and retail stores | 44,727 | 38,878 | 971 | 8,097 | 92,673 | 64.5 |
| Other | 3,968 | 8,887 | 1,655 | 1,357 | 15,867 | 11.1 |
| Total | 60,362 | 52,875 | 20,869 | 9,524 | 143,630 | 100.0 |
| Percentage | 42.0 | 36.8 | 14.5 | 6.7 | 100.0 | |

1/ Based on information received from 69 growers.
2/ Does not include sales to country points by growers selling in Three Rivers.

## Three Rivers Public Market

The public market in Three Rivers consists of a large two story building and an open market square adjacent to it. The inside market is used every day by pedlars, hucksters and growers selling poultry, eggs, meat, and some fruits and vegetables. The outside market is rented to retailers as well as growers and sales are almost entirely fruits and vegetables--imported as well as Quebec grown. A yearly as well as a daily fee is charged for those stalls that are used regularly by the same sellers. No record of the actual number or type of seller using the market each month of 1939 was available and therefore it was impossible to estimate the actual sales of fruits and vegetables on the market. Some retailers having stores in Three

Rivers use the market one day a week. Total sales of fruits and vegetables by Quebec growers on the public market and to independent retail stores direct totalled $92,673. Purchases by independent retail stores totalled $29,771, by consumers $61,103 and by other agencies $1,799. Approximately 5,000 loads of fruits and vegetables were sold on the market and to independent retail stores in Three Rivers in 1939.

Independent Retail Stores

The total value of fruits and vegetables purchased by all independent retail stores in Three Rivers in 1939 was $272,202, of which produce worth $242,431 or 89 per cent of the total was purchased from Three Rivers wholesalers. Other purchases totalling $29,771 in value were purchased from growers either at public market or at the store door.

Table 34.-Total Purchases of Fruits and Vegetables by Independent Retail Stores in Three Rivers in 1939 1/.

| Agency | Value | Percentage |
|---|---|---|
| | $ | % |
| Wholesalers | 242,431 | 89.1 |
| Public market and growers direct | 29,771 | 10.9 |
| Total | 272,202 | 100.0 |

1/ Does not include purchases direct from trucker at store door, for which no information was available.

Hotels, Restaurants, Institutions, Chain Stores and Others

Total purchases of fresh fruits and vegetables by hotels, restaurants, institutions, chain stores and other agencies but not including independent retail stores, in Three Rivers in 1939 were valued at

slightly more than $108,000. Purchases from wholesalers in Three Rivers made up 42 per cent of this total while receipts direct from Montreal wholesalers and jobbers were valued at $45,535. Purchases of fresh fruits and vegetables direct from growers and from the public market in Three Rivers totalled $17,666. Approximate value of fresh fruits and vegetables produced by institutions for their own use in 1939 was $5,039.

Table 35.-Total Purchases of Fresh Fruits and Vegetables by Hotels, Restaurants, Institutions, Chain Stores and Other Buyers from Different Marketing Agencies in Three Rivers in 1939.

| Source of supply | Value | Percentage |
|---|---|---|
| | $ | % |
| Wholesalers in Three Rivers | 44,955 | 41.5 |
| Wholesalers and jobbers in Montreal | 45,535 | 42.1 |
| Public Market in Three Rivers | 1,799 | 1.7 |
| Growers direct | 15,867 | 14.7 |
| Total | 108,156 | 100.0 |
| Value of fruits and vegetables produced | 5,039 | |
| Total | 113,195 | |

## SUMMARY - THREE RIVERS

Total receipts of fresh fruits and vegetables in Three Rivers in 1939 were approximately 9,150 tons valued at $434,800 at a laid down cost in Three Rivers.

Of the total arrivals of fresh fruits and vegetables in Three Rivers in 1939, about 65 per cent by value and about 55 per cent by volume were received by wholesalers.

Wholesalers' purchases totalled $280,695, of which about 12 per cent represented produce grown in Quebec Province.

Sales by Quebec growers on the public market and to independent retail stores were $92,673.

Vegetable purchases by all agencies in Three Rivers totalled $120,489, potatoes $98,651, while tree fruits including citrus fruits were valued at $203,491.

Tomatoes, lettuce and celery were the most important vegetables on the basis of value purchased by Three Rivers buyers and together made up 57 per cent of the total vegetable receipts.

Bananas, apples and oranges were the most important fruits purchased and on a basis of value made up 30 per cent, 26 per cent, and 16 per cent, respectively, of the total fruits purchased.

Of the total receipts of fresh fruits and vegetables in Three Rivers in 1939, 33 per cent by value and 48 per cent by volume were produced within the Province of Quebec.

Receipts by carlot of fresh fruits and vegetables amounted to only about 28 per cent of the total while receipts by motor truck were about 59 per cent. Boat arrivals were valued at approximately $18,000.

Of the total purchases by all agencies in Three Rivers in 1939 only slightly more than 10 per cent was for reshipment to retail marketing agencies outside the city of Three Rivers.

The total value of purchases by wholesalers of fresh fruits and vegetables was slightly more than $280,000. May, June and July were the peak months of the year for wholesalers' business.

Of the total volume of fruits and vegetables purchased by Three Rivers wholesalers, fruits, other than citrus, made up 43 per cent, vegetables 17 per cent and potatoes 31 per cent.

Purchases from Montreal wholesalers and jobbers totalled 50 per cent by value and 38 per cent by volume of total purchases by wholesalers in Three Rivers.

Direct purchases from other Canadian Provinces were $45,305 or 16 per cent of the total value of receipts of wholesalers in Three Rivers in 1939.

Total sales by wholesalers in Three Rivers amounted in value to $341,511, of which about 16 per cent were sales to retail marketing agencies outside the city of Three Rivers.

Total sales of fresh fruits and vegetables by all Quebec growers in Three Rivers were approximately $144,000 in 1939. Vegetables valued at $60,352 made up 42 per cent of the total receipts from Quebec growers.

Total value of fruits and vegetables purchased by all independent retail stores in Three Rivers in 1939 was $272,202.

Table 36.-Value of Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Sherbrooke, 1939.
(Laid down cost in Sherbrooke)

| Commodity group | Wholesalers | Public markets | Retail stores | Other | Total |
|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ |
| Vegetables | | | | | |
| Quebec Province | 15,151 | 124,729 | 26,774 | 5,732 | 172,386 |
| Other sources | 123,107 | 5,889 | - | 3,384 | 132,380 |
| Total | 138,258 | 130,618 | 26,744 | 9,116 | 304,766 |
| Potatoes | | | | | |
| Quebec Province | 7,826 | 23,184 | 4,691 | 7,546 | 43,247 |
| Other sources | 81,431 | - | - | 1,285 | 82,716 |
| Total | 89,257 | 23,184 | 4,691 | 8,831 | 125,963 |
| Tree fruits | | | | | |
| Quebec Province | 19,511 | 23,994 | 830 | 390 | 44,725 |
| Other sources | 291,779 | 21,754 | - | 6,043 | 319,576 |
| Total | 311,290 | 45,748 | 830 | 6,433 | 364,301 |
| Small fruits | | | | | |
| Quebec Province | 7,017 | 25,274 | 838 | 2,174 | 35,303 |
| Other sources | 9,491 | 190 | - | 269 | 9,950 |
| Total | 16,508 | 25,464 | 838 | 2,443 | 45,253 |
| Total | | | | | |
| Quebec Province | 49,505 | 197,181 | 33,133 | 15,842 | 295,661 |
| Other sources | 505,808 | 27,833 | - | 10,981 | 544,622 |
| Grand total | 555,313 | 225,014 | 33,133 | 26,823 | 840,283 |
| Percentage | 66.1 | 26.8 | 3.9 | 3.2 | 100.0 |

Table 37.-Volume of Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Sherbrooke, 1939.

| Marketing Agency | Wholesalers | Public markets | Retail stores | Other | Total |
|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | | |
| Quebec Province | 720.8 | 4,917.9 | 1,055.7 | 226.0 | 6,920.4 |
| Other sources | 3,221.6 | 136.3 | - | 78.3 | 3,436.2 |
| Total | 3,942.4 | 5,054.2 | 1,055.7 | 304.3 | 10,356.6 |
| Potatoes | | | | | |
| Quebec Province | 641.0 | 1,641.6 | 332.1 | 534.3 | 3,149.0 |
| Other sources | 5,718.1 | - | - | 90.3 | 5,808.4 |
| Total | 6,359.1 | 1,641.6 | 332.1 | 624.6 | 8,957.4 |
| Tree fruits | | | | | |
| Quebec Province | 970.2 | 1,652.9 | 57.2 | 26.8 | 2,707.1 |
| Other sources | 7,842.8 | 611.3 | - | 169.8 | 8,623.9 |
| Total | 8,813.0 | 2,264.2 | 57.2 | 196.6 | 11,331.0 |
| Small fruits | | | | | |
| Quebec Province | 181.2 | 410.8 | 13.6 | 35.4 | 641.0 |
| Other sources | 91.8 | 1.3 | - | 1.9 | 95.0 |
| Total | 273.0 | 412.1 | 13.6 | 37.3 | 736.0 |
| Total | | | | | |
| Quebec Province | 2,513.2 | 8,623.2 | 1,458.6 | 822.5 | 13,417.5 |
| Other sources | 16,874.3 | 748.9 | - | 340.3 | 17,963.5 |
| Grand total | 19,387.5 | 9,372.1 | 1,458.6 | 1,162.8 | 31,381.0 |
| Percentage | 61.8 | 29.9 | 4.6 | 3.7 | 100.0 |

Table 36.-Value and Volume of Receipts of Individual Fresh Fruits and Vegetables in Sherbrooke from Quebec Province and Elsewhere, 1939.

| | Quebec 1/ | Other | Total | Per cent from Quebec | Quebec 1/ | Other | Total | Per cent from Quebec |
|---|---|---|---|---|---|---|---|---|
| | $ | $ | $ | % | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| Asparagus | 825 | 594 | 1,419 | 58.1 | 14.1 | 11.6 | 25.7 | 54.9 |
| Beans | 3,361 | 3,404 | 6,765 | 49.7 | 91.4 | 69.5 | 160.9 | 56.8 |
| Beets | 12,774 | 1,305 | 14,079 | 90.7 | 363.1 | 46.1 | 409.2 | 88.7 |
| Carrots | 20,496 | 9,112 | 29,608 | 69.2 | 1,208.3 | 351.6 | 1,559.9 | 77.5 |
| Cabbage | 13,427 | 5,109 | 18,536 | 72.4 | 990.3 | 240.3 | 1,230.6 | 80.5 |
| Cauliflower | 4,706 | 3,501 | 8,207 | 57.3 | 204.6 | 98.8 | 303.4 | 67.4 |
| Celery | 1,442 | 14,632 | 16,074 | 9.0 | 18.1 | 361.6 | 379.7 | 4.8 |
| Cucumbers | 10,840 | 5,259 | 16,099 | 67.3 | 331.4 | 77.9 | 409.3 | 81.0 |
| Corn | 13,673 | - | 13,673 | 100.0 | 707.5 | - | 707.5 | 100.0 |
| Lettuce | 20,050 | 16,644 | 36,694 | 54.6 | 803.4 | 433.8 | 1,237.2 | 64.9 |
| Onions | 10,846 | 12,193 | 23,039 | 47.1 | 238.3 | 599.1 | 837.4 | 28.5 |
| Radishes | 5,633 | 1,114 | 6,747 | 83.5 | 43.1 | 25.0 | 68.1 | 63.3 |
| Spinach | 1,763 | 2,235 | 3,998 | 44.1 | 83.3 | 72.3 | 155.6 | 53.5 |
| Tomatoes | 35,877 | 46,452 | 82,329 | 43.6 | 675.4 | 724.4 | 1,399.8 | 48.2 |
| Other | 16,673 | 10,826 | 27,499 | 60.6 | 1,148.1 | 324.2 | 1,472.3 | 78.0 |
| Total | 172,386 | 132,380 | 304,766 | 56.6 | 6,920.4 | 3,436.2 | 10,356.6 | 66.8 |
| Strawberries | 25,535 | 8,413 | 33,948 | 75.2 | 486.3 | 77.7 | 564.0 | 86.2 |
| Raspberries | 9,619 | - | 9,619 | 100.0 | 153.7 | - | 153.7 | 100.0 |
| Apples | 43,999 | 45,841 | 89,840 | 49.0 | 2,691.7 | 1,633.8 | 4,325.5 | 62.2 |
| Other fruit | 875 | 275,272 | 276,147 | - | 16.4 | 7,007.4 | 7,023.8 | - |
| Potatoes | 43,247 | 82,716 | 125,963 | 34.3 | 3,149.0 | 5,808.4 | 8,957.4 | 35.2 |
| Total | 295,661 | 544,622 | 840,283 | 35.2 | 13,417.5 | 17,963.5 | 31,381.0 | 42.8 |

1/ Does not include Quebec purchases obtained from Montreal wholesalers.

Table 39.-Origin of Receipts of Fresh Fruits and Vegetables by Carlot in Sherbrooke, 1939.

| Commodity | Origin | Weight | Value |
|---|---|---|---|
| | | tons | $ |
| Oranges | California | 738.7 | 57,777 |
| Bananas | West Indies and others | 1,224.6 | 98,317 |
| Apples | Ontario | 438.2 | 19,780 |
| | British Columbia | 18.9 | 1,729 |
| | New Brunswick | 29.8 | 1,056 |
| | Nova Scotia | 15.8 | 391 |
| | New Zealand | 32.5 | 3,012 |
| | United States | 25.3 | 1,638 |
| Total apples | | 560.5 | 27,606 |
| Peaches | Ontario | 140.9 | 7,338 |
| Grapes | Ontario | 81.9 | 3,440 |
| | California | 17.0 | 1,989 |
| Total grapes | | 98.9 | 5,429 |
| Plums | Ontario | 4.0 | 207 |
| Pears | Ontario | 3.3 | 150 |
| Tomatoes | Ontario | 12.9 | 517 |
| | Mexico | 12.1 | 1,601 |
| | Texas | 75.9 | 10,990 |
| | Mississipi | 20.6 | 2,187 |
| Total tomatoes | | 121.5 | 15,295 |
| Onions | Ontario | 85.1 | 3,000 |
| Cabbage | Mississipi | 12.2 | 591 |
| Celery | Ontario | 18.0 | 576 |
| | California | 11.2 | 1,434 |
| Total celery | | 29.2 | 2,010 |
| Carrots | California | 15.1 | 1,021 |
| Potatoes | New Brunswick | 2,266.2 | 63,760 |
| | Prince Edward Island | 306.9 | 10,394 |
| | United States | 35.6 | 1,328 |
| Total potatoes | | 2,608.7 | 75,482 |
| Mixed cars | Montreal | 1,732.3 | 152,568 |
| Grand total | | 7,375.0 | 446,791 |

Table 40.-Value by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Sherbrooke in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Vegetables | | | | | | | | | | | | | |
| Asparagus | - | 3 | 24 | 173 | 319 | 287 | 10 | - | - | - | - | - | 816 |
| Beans | 99 | 64 | 46 | 178 | 501 | 950 | 840 | 201 | 39 | 221 | 208 | 143 | 3,490 |
| Beets | 99 | 118 | 210 | 150 | 261 | 228 | 150 | 16 | 9 | 33 | 38 | 65 | 1,377 |
| Cabbage | 81 | 514 | 437 | 610 | 1,904 | 737 | 487 | 328 | 211 | 136 | 187 | 91 | 5,723 |
| Cantaloupes and melons | - | 6 | 3 | 5 | 107 | 780 | 903 | 579 | 192 | - | - | - | 2,575 |
| Cauliflower | 246 | 221 | 227 | 302 | 375 | 461 | 309 | 198 | 339 | 319 | 166 | 175 | 3,338 |
| Carrots | 232 | 558 | 993 | 1,119 | 1,773 | 1,869 | 1,503 | 153 | 69 | 101 | 189 | 203 | 8,762 |
| Celery | 1,328 | 1,442 | 1,819 | 1,464 | 1,992 | 2,025 | 700 | 438 | 439 | 405 | 673 | 1,530 | 14,255 |
| Corn | - | - | - | - | - | - | - | 1,069 | 74 | - | - | - | 1,143 |
| Cucumbers | 33 | 54 | 172 | 406 | 926 | 1,657 | 1,761 | 301 | 23 | 78 | 97 | 55 | 5,563 |
| Lettuce | 1,137 | 1,313 | 1,547 | 2,476 | 2,890 | 1,685 | 705 | 588 | 625 | 677 | 1,286 | 1,453 | 16,382 |
| Onions | 272 | 184 | 378 | 761 | 2,407 | 666 | 558 | 405 | 5,501 | 2,995 | 364 | - | 14,491 |
| Peas | 82 | 106 | 126 | 204 | 256 | 323 | 223 | 11 | 73 | 73 | 23 | 93 | 1,593 |
| Radishes | 28 | 70 | 101 | 205 | 236 | 141 | 83 | 6 | 1 | 27 | 54 | 116 | 1,068 |
| Shallots | 86 | 85 | 189 | 248 | 266 | 41 | 58 | 13 | - | 33 | 124 | 103 | 1,246 |
| Spinach | 279 | 283 | 348 | 298 | 346 | 118 | 22 | - | 27 | 30 | 182 | 227 | 2,160 |
| Tomatoes | 1,051 | 2,002 | 2,708 | 4,233 | 9,287 | 12,812 | 7,184 | 3,872 | 1,029 | 788 | 1,347 | 1,696 | 48,009 |
| Turnips | 3 | 65 | 127 | 89 | 124 | 145 | 192 | 43 | 39 | 46 | 81 | 30 | 984 |
| Other | 465 | 425 | 451 | 322 | 695 | 425 | 458 | 219 | 283 | 628 | 498 | 414 | 5,283 |
| Total vegetables | 5,521 | 7,513 | 9,906 | 13,243 | 24,665 | 25,350 | 16,146 | 8,440 | 8,973 | 6,590 | 5,517 | 6,394 | 138,258 |

Table 40 (continued).-Value by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Sherbrooke in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Vegetables (brought forward) | 5,521 | 7,513 | 9,906 | 13,243 | 24,665 | 25,350 | 16,146 | 8,440 | 8,973 | 6,590 | 5,517 | 6,394 | 138,258 |
| Fruits | | | | | | | | | | | | | |
| Oranges | 6,046 | 2,833 | 6,952 | 7,858 | 8,210 | 6,250 | 4,658 | 7,461 | 3,642 | 5,333 | 2,258 | 15,725 | 77,226 |
| Lemons | 298 | 516 | 1,178 | 654 | 1,025 | 1,278 | 1,623 | 1,095 | 1,030 | 1,266 | 1,023 | 1,394 | 12,380 |
| Grapefruit | 1,076 | 1,131 | 1,144 | 1,266 | 1,721 | 961 | 943 | 701 | 806 | 925 | 797 | 1,003 | 12,474 |
| Other citrus | 26 | 22 | 27 | - | 16 | 27 | 26 | 9 | - | - | 73 | 105 | 331 |
| Total citrus fruits | 7,446 | 4,502 | 9,301 | 9,778 | 10,972 | 8,516 | 7,250 | 9,266 | 5,478 | 7,524 | 4,151 | 18,227 | 102,411 |
| Apples | 2,879 | 177 | 808 | 5,723 | 6,767 | 3,977 | 1,567 | 2,111 | 11,263 | 15,050 | 6,803 | 4,212 | 61,337 |
| Bananas | 2,020 | 3,586 | 5,447 | 4,892 | 17,790 | 18,612 | 17,272 | 13,437 | 7,350 | 4,780 | 4,145 | 2,797 | 102,128 |
| Cherries | - | - | - | - | 146 | 921 | 1,258 | 722 | 13 | 8 | - | - | 3,068 |
| Grapes | - | 47 | 209 | 324 | 445 | 195 | 455 | 2,744 | 4,650 | 4,504 | 4,260 | 1,196 | 19,029 |
| Peaches | - | - | - | - | 10 | 201 | 559 | 3,568 | 5,920 | 33 | - | - | 10,291 |
| Pears | 2 | 32 | 33 | 32 | 16 | 148 | 1,078 | 2,823 | 1,412 | 271 | 137 | 56 | 6,040 |
| Plums | - | - | - | 31 | - | 753 | 1,318 | 1,238 | 237 | 13 | - | - | 3,590 |
| Pineapple | - | - | 97 | 174 | 461 | 604 | 79 | - | 9 | 78 | 8 | 15 | 1,525 |
| Strawberries | - | 175 | 178 | 1,122 | 3,109 | 5,671 | 3,884 | 166 | - | - | - | - | 14,305 |
| Other fruits | - | - | - | - | 12 | 132 | 530 | 680 | 223 | 130 | 267 | 432 | 2,406 |
| Total fruits | 4,901 | 4,017 | 6,772 | 12,298 | 28,756 | 31,214 | 28,000 | 27,489 | 31,077 | 24,867 | 15,620 | 8,708 | 223,719 |
| Potatoes | 4,023 | 5,501 | 8,413 | 7,556 | 19,765 | 13,805 | 10,086 | 2,306 | 3,052 | 5,326 | 7,147 | 2,277 | 89,257 |
| Miscellaneous | - | - | 32 | 366 | 162 | 213 | 270 | 11 | - | 191 | 212 | 211 | 1,668 |
| Grand total | 21,891 | 21,533 | 34,424 | 43,241 | 84,320 | 79,098 | 61,752 | 47,512 | 48,580 | 44,498 | 32,647 | 35,817 | 555,313 |

Table 41.--Volume by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Sherbrook in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | | | | | | | | | | |
| Asparagus | - | - | 0.2 | 1.9 | 7.2 | 4.4 | 0.1 | - | - | - | - | - | 13.8 |
| Beans | 1.2 | 0.8 | 0.5 | 2.0 | 8.3 | 17.2 | 30.2 | 7.8 | 0.9 | 3.9 | 3.0 | 1.4 | 77.2 |
| Beets | 3.9 | 3.8 | 6.0 | 3.4 | 6.6 | 6.9 | 8.9 | 1.0 | 0.8 | 3.0 | 3.4 | 3.5 | 51.2 |
| Cabbage | 3.6 | 30.2 | 30.3 | 29.6 | 91.8 | 41.4 | 37.8 | 28.2 | 17.4 | 17.0 | 18.6 | 8.6 | 354.5 |
| Cantaloupes and melons | - | 0.1 | 0.1 | 0.1 | 1.7 | 18.1 | 22.4 | 21.8 | 7.8 | - | - | - | 72.1 |
| Cauliflower | 7.3 | 4.1 | 4.7 | 7.2 | 7.9 | 11.1 | 13.5 | 7.7 | 14.1 | 9.6 | 4.9 | 4.8 | 96.9 |
| Carrots | 9.1 | 26.1 | 44.6 | 47.7 | 69.7 | 57.7 | 39.3 | 15.4 | 4.8 | 10.4 | 16.4 | 14.3 | 355.5 |
| Celery | 30.1 | 37.3 | 40.1 | 27.5 | 46.3 | 33.4 | 32.5 | 12.7 | 19.9 | 17.1 | 19.5 | 48.7 | 365.1 |
| Corn | - | - | - | - | - | - | - | 65.7 | 6.7 | - | - | - | 72.4 |
| Cucumbers | 1.0 | 1.4 | 1.4 | 3.4 | 11.9 | 17.4 | 33.9 | 17.5 | 1.2 | 1.6 | 1.5 | 1.5 | 93.7 |
| Lettuce | 32.6 | 36.3 | 47.7 | 57.4 | 72.4 | 55.4 | 18.0 | 11.5 | 15.1 | 12.8 | 30.3 | 43.4 | 432.9 |
| Onions | 12.7 | 12.2 | 19.8 | 21.3 | 69.0 | 22.4 | 24.1 | 33.9 | 314.6 | 161.4 | 20.0 | - | 711.4 |
| Peas | 0.9 | 1.4 | 2.1 | 3.3 | 5.1 | 5.5 | 5.2 | 0.2 | 1.5 | 0.9 | 0.2 | 1.1 | 27.4 |
| Radishes | 0.6 | 1.4 | 2.0 | 4.5 | 6.7 | 2.7 | 1.6 | 0.1 | - | 0.5 | 1.3 | 2.4 | 23.8 |
| Shallots | 1.7 | 1.8 | 4.7 | 6.5 | 6.4 | 2.7 | 3.6 | 0.7 | - | 1.8 | 3.1 | 2.1 | 35.1 |
| Spinach | 7.9 | 9.6 | 13.1 | 10.2 | 7.1 | 6.5 | 1.5 | - | 1.6 | 2.3 | 5.3 | 7.2 | 72.3 |
| Tomatoes | 14.2 | 27.2 | 45.8 | 60.8 | 123.6 | 178.4 | 126.0 | 179.9 | 59.5 | 16.2 | 19.7 | 21.1 | 872.4 |
| Turnips | 0.3 | 6.2 | 11.0 | 6.4 | 7.2 | 12.0 | 13.4 | 7.8 | 3.9 | 7.5 | 14.3 | 2.0 | 92.0 |
| Other | 7.0 | 7.8 | 7.9 | 6.0 | 15.3 | 11.5 | 14.8 | 10.2 | 9.2 | 13.7 | 11.8 | 7.3 | 122.5 |
| Total vegetables | 134.1 | 207.7 | 282.0 | 299.2 | 564.2 | 504.7 | 426.8 | 422.1 | 479.0 | 279.7 | 173.3 | 169.4 | 3,942.2 |

Table 41.-(continued) Volume by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Sherbrooke in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables (brought forward) | 134.1 | 207.7 | 282.0 | 299.2 | 564.2 | 504.7 | 426.8 | 422.1 | 479.0 | 279.7 | 173.3 | 169.4 | 3,942.2 |
| Fruits | | | | | | | | | | | | | |
| Oranges | 181.6 | 90.2 | 218.0 | 221.8 | 186.0 | 124.2 | 93.7 | 153.4 | 69.5 | 101.9 | 50.6 | 444.8 | 1,935.7 |
| Lemons | 6.1 | 10.3 | 25.6 | 15.1 | 22.9 | 25.2 | 32.2 | 22.9 | 18.6 | 19.8 | 14.1 | 23.1 | 235.9 |
| Grapefruit | 31.8 | 31.2 | 34.5 | 35.5 | 52.1 | 30.1 | 30.1 | 23.9 | 23.3 | 24.9 | 23.5 | 32.4 | 373.3 |
| Other citrus | 0.9 | 0.7 | 0.7 | - | 0.4 | 0.5 | 0.5 | 0.2 | - | - | 1.7 | 2.4 | 8.0 |
| Total citrus | 220.4 | 132.4 | 278.8 | 272.4 | 261.4 | 180.0 | 156.5 | 200.4 | 111.4 | 146.6 | 89.9 | 502.7 | 2,552.9 |
| Apples | 70.3 | 5.2 | 22.2 | 141.9 | 145.1 | 90.9 | 47.0 | 143.7 | 561.1 | 688.2 | 350.7 | 194.9 | 2,461.2 |
| Bananas | 55.0 | 93.9 | 143.5 | 132.3 | 463.6 | 479.3 | 446.3 | 366.3 | 206.1 | 135.2 | 101.0 | 62.5 | 2,685.0 |
| Cherries | - | - | - | - | 1.2 | 9.3 | 19.8 | 8.3 | 0.3 | 0.2 | - | - | 39.1 |
| Grapes | - | 0.6 | 2.0 | 3.8 | 5.2 | 2.6 | 4.7 | 54.4 | 146.5 | 144.1 | 70.6 | 19.1 | 453.6 |
| Peaches | - | - | - | - | 0.1 | 3.2 | 7.0 | 106.2 | 234.3 | 0.9 | - | - | 351.7 |
| Pears | 0.1 | 0.6 | 0.7 | 0.5 | 0.2 | 1.8 | 19.3 | 47.3 | 30.8 | 5.6 | 2.6 | 1.3 | 110.8 |
| Plums | - | - | - | 0.4 | - | 13.7 | 24.0 | 24.5 | 6.8 | 0.2 | - | - | 69.6 |
| Pineapples | - | - | 2.3 | 4.7 | 16.4 | 24.1 | 2.2 | - | 0.3 | 3.3 | 0.3 | 0.5 | 54.1 |
| Strawberries | - | 0.9 | 1.2 | 11.7 | 30.0 | 70.8 | 124.7 | 2.4 | - | - | - | - | 241.7 |
| Other fruit | - | - | - | - | 0.1 | 3.2 | 10.7 | 10.4 | 2.4 | 1.2 | 2.1 | 3.3 | 33.4 |
| Total fruit | 125.4 | 101.2 | 171.9 | 295.3 | 661.9 | 698.9 | 705.7 | 763.5 | 1,188.6 | 978.9 | 527.3 | 281.6 | 6,500.2 |
| Potatoes | 309.9 | 437.9 | 596.4 | 375.9 | 1,263.9 | 1,001.8 | 644.0 | 311.0 | 245.7 | 410.5 | 569.7 | 192.5 | 6,359.2 |
| Miscellaneous | - | - | 1.7 | 8.2 | 5.8 | 4.9 | 5.8 | 0.3 | - | 2.5 | 2.1 | 1.8 | 33.1 |
| Grand total | 789.8 | 879.2 | 1,330.8 | 1,251.0 | 2,757.2 | 2,390.3 | 1,938.8 | 1,697.3 | 2,024.7 | 1,818.2 | 1,362.3 | 1,148.0 | 19,387.6 |

Table 42.-Origin by Commodity of Fresh Fruits and Vegetables Purchased by Wholesalers in Sherbrooke in 1939.

| Commodity | Value | | | | | | Volume | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Quebec | Other Canadian | U.S.A. | Other countries | Montreal wholesalers | Total | Quebec | Other Canadian | U.S.A. | Other countries | Montreal wholesalers | Total |
| | $ | $ | $ | $ | $ | $ | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | | | | | | | | | |
| Asparagus | 231 | - | - | - | 585 | 816 | 2.4 | - | - | - | 11.4 | 13.8 |
| Beans | 323 | 20 | - | - | 3,147 | 3,490 | 12.5 | 0.6 | - | - | 64.1 | 77.2 |
| Beets | 164 | - | - | - | 1,213 | 1,377 | 8.3 | - | - | - | 42.9 | 51.2 |
| Cabbage | 971 | - | 591 | - | 4,161 | 5,723 | 91.1 | - | 24.5 | - | 238.9 | 354.5 |
| Cantalcupes and melons | - | 16 | - | - | 2,559 | 2,575 | - | 0.5 | - | - | 71.6 | 72.1 |
| Cauliflower | 83 | 28 | - | - | 3,227 | 3,338 | 3.8 | 0.8 | - | - | 92.3 | 96.9 |
| Carrots | 288 | - | 1,022 | - | 7,452 | 8,762 | 28.6 | - | 30.1 | - | 296.8 | 355.5 |
| Celery | 648 | 577 | 1,434 | - | 11,596 | 14,255 | 28.8 | 35.9 | 22.5 | - | 277.9 | 365.1 |
| Corn | 1,143 | - | - | - | - | 1,143 | 72.4 | - | - | - | - | 72.4 |
| Cucumbers | 672 | 465 | - | - | 4,426 | 5,563 | 21.2 | 5.5 | - | - | 67.0 | 93.7 |
| Lettuce | 904 | - | - | - | 15,478 | 16,382 | 29.4 | - | - | - | 403.5 | 432.9 |
| Onions | 3,152 | 3,000 | - | - | 8,339 | 14,491 | 154.3 | 170.1 | - | - | 387.0 | 711.4 |
| Peas | 3 | - | - | - | 1,590 | 1,593 | 0.1 | - | - | - | 27.3 | 27.4 |
| Radishes | 31 | - | - | - | 1,037 | 1,068 | 0.5 | - | - | - | 23.3 | 23.8 |
| Shallots | 3 | - | - | - | 1,243 | 1,246 | 0.2 | - | - | - | 34.9 | 35.1 |
| Spinach | 81 | - | - | - | 2,079 | 2,160 | 5.0 | - | - | - | 67.3 | 72.3 |
| Tomatoes | 4,729 | 2,545 | 13,176 | 1,601 | 25,958 | 48,009 | 198.7 | 52.9 | 193.0 | 24.2 | 403.6 | 872.4 |
| Turnips | 427 | - | - | - | 557 | 984 | 50.6 | - | - | - | 41.4 | 92.0 |
| Other | 1,298 | - | - | - | 3,985 | 5,283 | 12.9 | - | - | | 109.6 | 122.5 |
| Total vegetables | 15,151 | 6,651 | 16,223 | 1,601 | 98,632 | 138,258 | 720.6 | 266.3 | 270.1 | 24.2 | 2,660.8 | 3,942.2 |

Table 42.-(continued) Origin by Commodity of Fresh Fruits and Vegetables Purchased by Wholesalers in Sherbrooke in 1939.

| Commodity | Value | | | | | | Volume | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Quebec | Other Canadian | U.S.A. | Other countries | Montreal wholesalers | Total | Quebec | Other Canadian | U.S.A. | Other countries | Montreal wholesalers | Total |
| | $ | $ | $ | $ | $ | $ | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables (brought forward) | 15,151 | 6,651 | 16,223 | 1,601 | 98,632 | 138,258 | 720.8 | 266.3 | 270.1 | 24.2 | 2,660.8 | 3,942.2 |
| Fruits | | | | | | | | | | | | |
| Oranges | - | - | 57,777 | - | 19,449 | 77,226 | - | - | 1,477.5 | - | 458.2 | 1,935.7 |
| Lemons | - | - | - | - | 12,380 | 12,380 | - | - | - | - | 235.9 | 235.9 |
| Grapefruit | - | - | - | - | 12,474 | 12,474 | - | - | - | - | 373.3 | 373.3 |
| Other citrus | - | - | - | - | 331 | 331 | - | - | - | - | 8.0 | 8.0 |
| Total citrus fruits | - | - | 57,777 | - | 44,634 | 102,411 | - | - | 1,477.5 | - | 1,075.4 | 2,552.9 |
| Apples | 19,497 | 22,955 | 1,638 | 3,013 | 14,234 | 61,337 | 970.1 | 1,005.4 | 50.5 | 65.0 | 370.2 | 2,461.2 |
| Bananas | - | - | - | 98,317 | 3,811 | 102,128 | - | - | - | 2,449.3 | 235.7 | 2,685.0 |
| Cherries | 8 | - | - | - | 3,060 | 3,068 | 0.1 | - | - | - | 39.0 | 39.1 |
| Grapes | - | 3,440 | 1,990 | - | 13,599 | 19,029 | - | 163.8 | 34.0 | - | 255.8 | 453.6 |
| Peaches | - | 7,339 | - | - | 2,952 | 10,291 | - | 281.8 | - | - | 69.9 | 351.7 |
| Peas | - | 150 | - | - | 5,890 | 6,040 | - | 6.5 | - | - | 104.3 | 110.8 |
| Plums | 6 | 207 | - | - | 3,377 | 3,590 | 0.2 | 8.1 | - | - | 61.3 | 69.6 |
| Pineapple | - | - | - | - | 1,525 | 1,525 | - | - | - | - | 54.1 | 54.1 |
| Strawberries | 6,281 | 1,021 | - | - | 7,003 | 14,305 | 167.6 | 7.6 | - | - | 66.5 | 241.7 |
| Other fruits | 736 | - | - | - | 1,670 | 2,406 | 13.4 | - | - | - | 20.0 | 33.4 |
| Total other fruits | 26,528 | 35,112 | 3,628 | 101,330 | 57,121 | 223,719 | 1,151.4 | 1,473.2 | 84.5 | 2,514.3 | 1,276.8 | 6,500.2 |
| Potatoes | 7,826 | 74,154 | 1,328 | - | 5,949 | 89,257 | 641.1 | 5,146.3 | 71.1 | - | 500.7 | 6,359.2 |
| Miscellaneous | - | - | - | - | 1,668 | 1,668 | - | - | - | - | 33.1 | 33.1 |
| Grand total | 49,505 | 115,917 | 78,956 | 102,931 | 208,004 | 555,313 | 2,513.3 | 6,885.8 | 1,903.2 | 2,538.5 | 5,546.8 | 19,387.6 |

Table 43.-Value of Sales by Commodity Groups of Quebec Grown Farm Produce by 79 Growers in Sherbrooke in 1939.

| | Sherbrooke 39 growers | Compton 9 growers | Rouville 20 growers | Other 11 growers | Total 79 growers |
|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ |
| Public market sales of all produce | | | | | |
| Vegetables | 21,601 | 1,071 | 7,224 | 1,110 | 31,006 |
| Potatoes | 1,362 | 3,980 | 1,643 | 463 | 7,948 |
| Tree fruits | 412 | - | 2,528 | 1,038 | 3,978 |
| Small fruits | 1,928 | 586 | 3,814 | 70 | 6,298 |
| Total fruits and vegetables | 25,703 | 5,637 | 15,209 | 2,681 | 49,230 |
| Nursery stock and flowers | 1,307 | - | - | 71 | 1,378 |
| Livestock and livestock products | 734 | 1,859 | 310 | - | 2,903 |
| Honey and maple products | 235 | 222 | - | 238 | 695 |
| Other | - | - | 2,140 | - | 2,140 |
| Total | 27,979 | 7,718 | 17,659 | 2,990 | 56,346 |
| Percentage % | 49.7 | 13.7 | 31.3 | 5.3 | 100.0 |
| Total value of sales of all produce on and off public market | | | | | |
| Vegetables | 30,332 | 2,161 | 10,011 | 7,998 | 50,502 |
| Potatoes | 6,311 | 4,800 | 2,083 | 1,250 | 14,444 |
| Tree fruits | 932 | - | 14,055 | 11,080 | 26,067 |
| Small fruits | 3,043 | 952 | 4,343 | 280 | 8,618 |
| Total fruits and vegetables | 40,618 | 7,913 | 30,492 | 20,608 | 99,631 |
| Nursery stock and flowers | 3,205 | - | - | 300 | 3,505 |
| Animal products | 8,872 | 4,709 | 1,216 | 171 | 14,968 |
| Honey and maple products | 519 | 560 | 522 | 238 | 1,839 |
| Other | - | - | 2,140 | - | 2,140 |
| Total | 53,214 | 13,182 | 34,370 | 21,317 | 122,083 |
| Percentage % | 43.6 | 10.8 | 28.1 | 17.5 | 100.0 |
| Average per grower $ | 1,364.45 | 1,464.67 | 1,718.50 | 1,937.90 | 1,545.35 |
| Total volume of sales of fruits and vegetables | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | 1,281.5 | 200.2 | 337.2 | 271.3 | 2,090.2 |
| Potatoes | 435.6 | 371.3 | 151.1 | 93.7 | 1,051.7 |
| Tree fruits | 32.2 | - | 1,001.9 | 692.9 | 1,727.0 |
| Small fruits | 46.3 | 13.5 | 91.8 | 3.0 | 154.6 |
| Total fruits and vegetables | 1,795.6 | 585.0 | 1,582.0 | 1,060.9 | 5,023.5 |
| Average per grower | 46.0 | 65.0 | 79.1 | 96.4 | 63.6 |

Table 44.-Number and Value of Loads by Months of Fruits and Vegetables brought to Sherbrooke Market by 79 Growers in 1939.

| Month | Sherbrooke County | | Compton County | | Rouville County | | Other counties | | Total | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Loads | Value | Loads | Value | Loads | Value | Loads | Value | Loads | Value |
| | no. | $ | no. | $ | no. | $ | no. | $ | no. | $ |
| January | 58 | 917 | 6 | 110 | 1 | 20 | 5 | 42 | 70 | 1,089 |
| February | 63 | 1,149 | 6 | 110 | 2 | 30 | 4 | 24 | 75 | 1,313 |
| March | 72 | 1,278 | 7 | 120 | - | - | 4 | 28 | 83 | 1,426 |
| April | 71 | 1,470 | 6 | 130 | 4 | 80 | 12 | 260 | 93 | 1,940 |
| May | 103 | 3,334 | 15 | 462 | 7 | 165 | 9 | 146 | 134 | 4,107 |
| June | 130 | 3,778 | 15 | 445 | 35 | 1,152 | 9 | 111 | 189 | 5,486 |
| July | 132 | 3,422 | 26 | 740 | 78 | 3,313 | 13 | 218 | 249 | 7,693 |
| August | 133 | 3,779 | 48 | 1,488 | 102 | 3,577 | 20 | 373 | 303 | 9,217 |
| September | 175 | 3,762 | 58 | 1,711 | 113 | 4,100 | 24 | 715 | 370 | 10,288 |
| October | 80 | 1,933 | 55 | 1,695 | 94 | 3,381 | 16 | 500 | 245 | 7,509 |
| November | 73 | 1,571 | 19 | 537 | 65 | 1,376 | 20 | 387 | 177 | 3,871 |
| December | 84 | 1,586 | 7 | 170 | 25 | 465 | 17 | 186 | 133 | 2,407 |
| Total | 1,174 | 27,979 | 268 | 7,718 | 526 | 17,659 | 153 | 2,990 | 2,121 | 56,346 |

Table 45.-Value and Volume of Fresh Fruits and Vegetables by County Sold by 79 Growers in Sherbrooke in 1939.

| | Sherbrooke County 39 growers | | Compton County 9 growers | | Rouville County 20 growers | | Other counties 11 growers | | Total 79 growers | | Average per farm reporting |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | $ | 000's of lbs. | $ | 000's of lbs. | $ | 000's of lbs. | $ | 000's of lbs. | $ | $ |
| Asparagus | 2.2 | 126 | - | - | - | - | - | - | 2.2 | 126 | - |
| Beans | 16.9 | 625 | - | - | 8.9 | 302 | 4.3 | 180 | 30.1 | 1,107 | 43 |
| Beets | 77.4 | 3,194 | 12.1 | 152 | 6.1 | 112 | 5.5 | 98 | 101.1 | 3,556 | 105 |
| Cabbage | 218.5 | 3,394 | 100.0 | 1,000 | 24.0 | 300 | 21.1 | 235 | 363.6 | 4,929 | 169 |
| Carrots | 310.8 | 5,488 | 13.5 | 240 | 14.8 | 208 | 7.1 | 115 | 346.2 | 6,051 | 141 |
| Cauliflower | 36.2 | 604 | - | - | 24.0 | 780 | 0.1 | 2 | 60.3 | 1,386 | 198 |
| Celery | 0.5 | 40 | - | - | 1.5 | 120 | 0.6 | 60 | 2.6 | 220 | 44 |
| Cucumbers | 55.7 | 2,076 | 0.1 | 3 | 41.0 | 812 | 4.5 | 82 | 101.3 | 2,973 | 99 |
| Corn | 80.0 | 1,735 | 3.3 | 55 | 139.2 | 2,560 | 11.1 | 185 | 233.6 | 4,535 | 105 |
| Lettuce | 139.0 | 3,744 | - | - | - | - | 80.8 | 1,740 | 219.8 | 5,484 | 366 |
| Onions | 35.5 | 1,698 | - | - | 4.5 | 131 | 3.7 | 162 | 43.7 | 1,991 | 91 |
| Radishes | 7.6 | 699 | - | - | 4.5 | 465 | 4.5 | 476 | 16.6 | 1,640 | 86 |
| Spinach | 13.6 | 281 | - | - | 0.8 | 19 | 14.0 | 300 | 28.4 | 600 | 67 |
| Tomatoes | 85.2 | 3,254 | 0.2 | 1 | 19.1 | 3,581 | 98.9 | 3,975 | 203.4 | 10,811 | 257 |
| Turnips | 156.9 | 1,576 | 71.0 | 710 | 45.5 | 505 | 0.8 | 11 | 274.2 | 2,802 | 117 |
| Others | 45.5 | 1,798 | - | - | 3.3 | 116 | 14.3 | 377 | 63.1 | 2,291 | - |
| Total | 1,281.5 | 30,332 | 200.2 | 2,161 | 337.2 | 10,011 | 271.3 | 7,998 | 2,090.2 | 50,502 | 754 |
| Strawberries | 23.0 | 1,424 | 7.5 | 552 | 73.6 | 3,442 | 1.5 | 130 | 105.6 | 5,548 | 205 |
| Raspberries | 23.0 | 1,595 | 6.0 | 400 | 18.2 | 901 | 1.5 | 150 | 48.7 | 3,046 | 113 |
| Apples | 27.8 | 682 | - | - | 1,001.0 | 14,030 | 692.9 | 11,080 | 1,721.7 | 25,792 | 921 |
| Other fruits | 4.7 | 274 | - | - | 0.9 | 25 | - | - | 5.6 | 299 | - |
| Potatoes | 435.6 | 6,311 | 371.3 | 4,800 | 151.1 | 2,083 | 93.7 | 1,250 | 1,051.7 | 14,444 | 238 |
| Total | 1,795.6 | 40,618 | 585.0 | 7,913 | 1,582.0 | 30,492 | 1,060.9 | 20,608 | 5,023.5 | 99,631 | 1,261 |

Table 46.-Average Monthly Value of Loads of Fresh Fruits and Vegetables Sold on the Sherbrooke Market by Growers, Truckers and Dealers in 1939.

| Month | Growers | | | Truckers and dealers | | | Total | | | Percentage by month | Percentage by season |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Loads | Value | Average | Loads | Value | Average | Loads | Value | Average | | |
| | no. | $ | $ | no. | $ | $ | no. | $ | $ | % | % |
| January | 160 | 2,490 | 15.56 | 224 | 4,912 | 21.93 | 384 | 7,402 | 19.28 | 3.0) | |
| February | 146 | 2,559 | 17.53 | 215 | 5,866 | 27.28 | 361 | 8,425 | 23.34 | 3.4) | 10.2 |
| March | 147 | 2,526 | 17.18 | 198 | 6,912 | 34.91 | 345 | 9,438 | 27.36 | 3.8) | |
| April | 194 | 4,047 | 20.86 | 300 | 9,807 | 32.69 | 494 | 13,854 | 28.04 | 5.5) | |
| May | 385 | 11,800 | 30.65 | 370 | 15,514 | 41.93 | 755 | 27,314 | 36.18 | 11.0) | 27.7 |
| June | 389 | 11,289 | 29.02 | 377 | 16,513 | 43.80 | 766 | 27,802 | 36.30 | 11.2) | |
| July | 563 | 17,397 | 30.90 | 492 | 19,759 | 39.79 | 1,055 | 37,156 | 35.22 | 14.9) | |
| August | 666 | 20,260 | 30.42 | 340 | 11,523 | 33.89 | 1,006 | 31,783 | 31.59 | 12.8) | 41.9 |
| September | 863 | 24,000 | 27.81 | 357 | 11,281 | 31.60 | 1,220 | 35,281 | 28.92 | 14.2) | |
| October | 595 | 18,236 | 30.65 | 255 | 7,038 | 27.60 | 850 | 25,274 | 29.73 | 10.1) | |
| November | 383 | 8,376 | 21.87 | 232 | 5,113 | 22.04 | 615 | 13,489 | 21.93 | 5.4) | 20.2 |
| December | 387 | 7,043 | 18.20 | 230 | 4,658 | 20.25 | 617 | 11,701 | 18.96 | 4.7) | |
| Total | 4,878 | 130,023 | 26.65 | 3,590 | 118,896 | 33.12 | 8,468 | 248,919 | 29.40 | 100.0 | 100.0 |

Table 47.-Value of Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Three Rivers in 1939.

| Commodity groups | Wholesalers | Growers' sales at public market and to retail stores | Others | Total |
|---|---|---|---|---|
| | $ | $ | $ | $ |
| Vegetables | | | | |
| Quebec Province | 11,667 | 44,727 | 3,968 | 60,362 |
| Other sources | 52,656 | - | 7,471 | 60,127 |
| Total | 64,323 | 44,727 | 11,439 | 120,489 |
| Potatoes | | | | |
| Quebec Province | 5,110 | 38,878 | 8,887 | 52,875 |
| Other sources | 40,087 | - | 5,689 | 45,776 |
| Total | 45,197 | 38,878 | 14,576 | 98,651 |
| Tree fruits | | | | |
| Quebec Province | 18,243 | 971 | 1,655 | 20,869 |
| Other sources | 151,381 | - | 31,241 | 182,622 |
| Total | 169,624 | 971 | 32,896 | 203,491 |
| Small fruits | | | | |
| Quebec Province | 70 | 8,097 | 1,357 | 9,524 |
| Other sources | 1,481 | - | 1,134 | 2,615 |
| Total | 1,551 | 8,097 | 2,491 | 12,139 |
| Total | | | | |
| Quebec Province | 35,090 | 92,673 | 15,867 | 143,630 |
| Other sources | 245,605 | - | 45,535 | 291,140 |
| Total | 280,695 | 92,673 | 61,402 | 434,770 |
| Percentage % | 64.6 | 21.3 | 14.1 | 100.0 |

Table 48 .--Volume of Receipts of Fresh Fruits and Vegetables by Different Marketing Agencies in Three Rivers, 1939.

| Commodity groups | Wholesalers | Growers' sales at public market and to retail stores | Others | Total |
|---|---|---|---|---|
| | 000's of lbs | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | |
| Quebec Province | 593.2 | 2,681.1 | 237.9 | 3,512.2 |
| Other sources | 1,147.5 | - | 176.5 | 1,324.0 |
| Total | 1,740.7 | 2,681.1 | 414.4 | 4,836.2 |
| Potatoes | | | | |
| Quebec Province | 406.6 | 2,922.0 | 668.0 | 3,996.6 |
| Other sources | 2,696.1 | - | 382.6 | 3,078.7 |
| Total | 3,102.7 | 2,922.0 | 1,050.6 | 7,075.3 |
| Tree fruits | | | | |
| Quebec Province | 941.0 | 38.2 | 65.1 | 1,044.3 |
| Other sources | 4,247.7 | - | 848.5 | 5,096.2 |
| Total | 5,188.7 | 38.2 | 913.6 | 6,140.5 |
| Small fruits | | | | |
| Quebec Province | 0.8 | 170.3 | 28.5 | 199.6 |
| Other sources | 14.6 | - | 11.0 | 25.6 |
| Total | 15.4 | 170.3 | 39.5 | 225.2 |
| Total | | | | |
| Quebec Province | 1,941.6 | 5,811.6 | 999.5 | 8,752.7 |
| Other sources | 8,105.9 | - | 1,418.6 | 9,524.5 |
| Grand total | 10,047.5 | 5,811.6 | 2,418.1 | 18,277.2 |
| Percentage % | 55.0 | 31.8 | 13.2 | 100.0 |

Table 49 .-Value and Volume of Receipts of Individual Fresh Fruits and Vegetables in Three Rivers from Quebec and Elsewhere in 1939.

| | Value | | | | Volume | | | |
|---|---|---|---|---|---|---|---|---|
| | Quebec | Other | Total | Per cent from Quebec | Quebec | Other | Total | Per cent from Quebec |
| | $ | $ | $ | % | 000's of lbs. | 000's of lbs. | 000's of lbs. | % |
| Vegetables | | | | | | | | |
| Asparagus | 629 | 51 | 680 | 92.5 | 5.7 | 0.9 | 6.6 | 86.8 |
| Beets | 2,437 | 105 | 2,542 | 95.9 | 230.1 | 2.8 | 232.9 | 98.8 |
| Carrots | 3,965 | 3,390 | 7,375 | 54.0 | 306.7 | 100.3 | 407.0 | 75.4 |
| Cabbage | 7,148 | 1,713 | 8,861 | 80.7 | 581.9 | 56.2 | 638.1 | 91.2 |
| Cauliflower | 1,693 | 610 | 2,303 | 73.5 | 75.0 | 14.2 | 89.2 | 84.1 |
| Celery | 3,908 | 7,053 | 10,961 | 35.7 | 90.3 | 142.2 | 232.5 | 38.8 |
| Corn | 5,131 | - | 5,131 | 100.0 | 249.1 | - | 249.1 | 100.0 |
| Cucumbers | 3,309 | 702 | 4,011 | 82.4 | 139.0 | 7.7 | 146.7 | 94.7 |
| Lettuce | 8,386 | 6,003 | 14,389 | 58.3 | 386.2 | 195.2 | 581.4 | 66.4 |
| Onions | 4,185 | 5,356 | 9,541 | 43.9 | 145.4 | 223.0 | 368.4 | 39.5 |
| Tomatoes | 12,658 | 30,721 | 43,379 | 29.2 | 896.4 | 481.7 | 1,378.1 | 65.0 |
| Other vegetables | 6,093 | 4,423 | 11,316 | 62.6 | 406.4 | 99.8 | 506.2 | 80.3 |
| Total vegetables | 60,362 | 60,127 | 120,489 | 50.1 | 3,512.2 | 1,324.0 | 4,836.2 | 72.6 |
| Strawberries | 7,383 | 2,152 | 9,535 | 77.4 | 166.0 | 21.9 | 187.9 | 88.3 |
| Raspberries | 1,902 | - | 1,902 | 100.0 | 27.3 | - | 27.3 | 100.0 |
| Apples | 19,636 | 37,008 | 56,644 | 34.7 | 1,013.6 | 1,416.1 | 2,429.7 | 41.7 |
| Other fruit | 1,472 | 146,077 | 147,549 | - | 37.0 | 3,683.8 | 3,720.8 | - |
| Total fruits | 30,393 | 185,237 | 215,630 | 14.1 | 1,243.9 | 5,121.8 | 6,365.7 | 19.5 |
| Potatoes | 52,875 | 45,776 | 98,651 | 53.6 | 3,996.6 | 3,078.7 | 7,075.3 | 56.5 |
| Grand total | 143,630 | 291,140 | 434,770 | 33.0 | 8,752.7 | 9,524.5 | 18,277.2 | 47.9 |

Table 50.-Value by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Three Rivers in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Vegetables | | | | | | | | | | | | | |
| Asparagus | - | - | - | 13 | 29 | 2 | - | - | - | - | - | - | 44 |
| Beans | 15 | 26 | 18 | 3 | 99 | 249 | 344 | 28 | - | - | 31 | 20 | 833 |
| Beets | 14 | 24 | 22 | 19 | 31 | 30 | 17 | 2 | 9 | 90 | 20 | 25 | 303 |
| Cabbage | 114 | 251 | 158 | 324 | 608 | 654 | 566 | 88 | 179 | 110 | 129 | 216 | 3,397 |
| Cantaloupes and melons | 3 | 4 | 3 | 11 | 14 | 294 | 218 | 60 | 123 | 4 | - | - | 734 |
| Cauliflower | 75 | 66 | 75 | 67 | 85 | 45 | 30 | 17 | 85 | 67 | 35 | 96 | 743 |
| Carrots | 104 | 261 | 306 | 389 | 714 | 864 | 776 | 74 | 38 | 80 | 30 | 125 | 3,761 |
| Celery | 678 | 596 | 1,056 | 946 | 1,115 | 780 | 276 | 86 | 138 | 78 | 219 | 836 | 6,804 |
| Corn | - | - | - | - | - | - | 20 | 22 | - | - | - | - | 42 |
| Cucumbers | 15 | 9 | 23 | 79 | 202 | 400 | 949 | 73 | 5 | 19 | 10 | 31 | 1,815 |
| Lettuce | 448 | 509 | 638 | 814 | 1,314 | 1,128 | 562 | 218 | 223 | 478 | 221 | 338 | 6,891 |
| Onions | 182 | 260 | 195 | 297 | 1,047 | 373 | 430 | 236 | 1,018 | 880 | 410 | 36 | 5,364 |
| Peas | - | 17 | 28 | 28 | 26 | 40 | 20 | 7 | 10 | 4 | 5 | 13 | 198 |
| Radishes | 88 | 57 | 99 | 137 | 232 | 38 | - | - | - | - | 33 | 90 | 774 |
| Shallots | 30 | 57 | 97 | 190 | 185 | - | - | - | - | - | 51 | 58 | 668 |
| Spinach | 41 | 47 | 47 | 52 | 55 | 89 | 8 | 8 | - | 6 | 24 | 38 | 415 |
| Tomatoes | 474 | 736 | 1,470 | 2,037 | 4,361 | 7,402 | 9,967 | 1,784 | 276 | 433 | 251 | 791 | 29,982 |
| Turnips | 28 | 30 | 36 | - | 6 | 34 | 154 | 34 | 91 | 53 | 52 | 2 | 520 |
| Other | 97 | 131 | 100 | 92 | 70 | 73 | 46 | 69 | 56 | 54 | 72 | 175 | 1,035 |
| Total vegetables | 2,406 | 3,081 | 4,371 | 5,498 | 10,193 | 12,495 | 14,383 | 2,806 | 2,251 | 2,356 | 1,593 | 2,890 | 64,323 |

Table 50.-(continued) Value by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Three Rivers in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ | $ |
| Vegetables (brought forward) | 2,406 | 3,081 | 4,371 | 5,498 | 10,193 | 12,495 | 14,383 | 2,806 | 2,251 | 2,356 | 1,593 | 2,890 | 64,323 |
| Fruits | | | | | | | | | | | | | |
| Oranges | 1,246 | 1,826 | 4,118 | 1,467 | 2,699 | 3,430 | 2,174 | 1,285 | 1,924 | 1,335 | 1,274 | 7,060 | 29,838 |
| Lemons | 152 | 145 | 401 | 157 | 271 | 461 | 578 | 293 | 274 | 420 | 305 | 492 | 3,949 |
| Grapefruit | 272 | 335 | 372 | 336 | 792 | 411 | 266 | 180 | 200 | 182 | 173 | 330 | 3,849 |
| Other citrus | - | - | - | 13 | - | 10 | 4 | 9 | - | - | 10 | 38 | 84 |
| Total citrus | 1,670 | 2,306 | 4,891 | 1,973 | 3,762 | 4,312 | 3,022 | 1,767 | 2,398 | 1,937 | 1,762 | 7,920 | 37,720 |
| Apples | 3,515 | 2,387 | 3,516 | 1,012 | 2,405 | 1,431 | 1,548 | 1,570 | 5,256 | 9,764 | 13,657 | 4,574 | 50,635 |
| Bananas | 436 | 594 | 2,313 | 3,711 | 10,815 | 12,736 | 10,124 | 9,498 | 3,974 | 2,134 | 583 | 857 | 57,775 |
| Cherries | - | - | - | - | 103 | 318 | 407 | 88 | - | - | - | - | 916 |
| Grapes | 313 | 244 | 96 | 167 | 223 | 187 | 274 | 586 | 2,428 | 2,700 | 927 | 829 | 8,974 |
| Peaches | - | - | 6 | - | - | 165 | 366 | 925 | 2,856 | 506 | - | - | 4,824 |
| Pears | 11 | 9 | 5 | 16 | 55 | 161 | 518 | 1,096 | 781 | 155 | 65 | 45 | 2,917 |
| Plums | - | - | 6 | - | - | 807 | 1,010 | 524 | 305 | 29 | - | - | 2,681 |
| Pineapples | - | - | - | 94 | 206 | 113 | 36 | - | 3 | 4 | - | 16 | 509 |
| Strawberries | - | 24 | 40 | 206 | 450 | 415 | - | - | - | - | - | - | 1,145 |
| Other fruit | 17 | 18 | - | - | 19 | 22 | 42 | - | 37 | 85 | 129 | 150 | 519 |
| Total fruit | 4,982 | 5,583 | 10,982 | 7,206 | 18,278 | 20,766 | 17,526 | 14,287 | 15,640 | 15,377 | 15,361 | 14,471 | 170,895 |
| Potatoes | 2,405 | 3,452 | 3,706 | 5,107 | 9,195 | 5,756 | 5,432 | 1,472 | 2,171 | 4,975 | 660 | 796 | 45,197 |
| Miscellaneous | - | - | 652 | 35 | 471 | 910 | 302 | 185 | - | 5 | - | - | 2,560 |
| Grand total | 10,773 | 12,125 | 19,602 | 17,899 | 37,899 | 39,863 | 37,464 | 20,517 | 22,460 | 24,650 | 19,376 | 18,067 | 280,695 |

Table 51.-Volume by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Three Rivers in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | | | | | | | | | | |
| Asparagus | - | - | - | 0.2 | 0.6 | - | - | - | - | - | - | - | 0.8 |
| Beans | 0.2 | 0.3 | 0.2 | - | 1.6 | 5.7 | 10.4 | 1.1 | - | - | 0.5 | 0.2 | 20.3 |
| Beets | 0.8 | 1.1 | 0.8 | 0.8 | 1.0 | 1.0 | 1.2 | 0.2 | 0.9 | 7.4 | 1.2 | 1.3 | 17.7 |
| Cabbage | 10.4 | 19.3 | 10.7 | 15.6 | 25.4 | 39.8 | 26.5 | 3.6 | 6.9 | 4.5 | 4.0 | 6.3 | 173.0 |
| Cantaloupes and melons | 0.2 | 0.1 | 0.1 | 0.3 | 0.2 | 5.5 | 4.9 | 2.9 | 3.7 | 0.1 | - | - | 18.0 |
| Cauliflower | 1.7 | 1.3 | 1.4 | 1.4 | 2.6 | 1.1 | 1.3 | 0.8 | 3.6 | 2.7 | 0.8 | 2.0 | 20.7 |
| Carrots | 6.5 | 13.2 | 15.0 | 14.8 | 24.7 | 23.6 | 32.2 | 8.7 | 4.1 | 8.3 | 3.0 | 7.2 | 161.3 |
| Celery | 12.7 | 13.6 | 22.1 | 17.8 | 21.0 | 15.3 | 5.2 | 4.6 | 5.4 | 2.9 | 7.3 | 21.2 | 149.1 |
| Corn | - | - | - | - | - | - | 0.5 | 1.2 | - | - | - | - | 1.7 |
| Cucumbers | 0.2 | 0.2 | 0.3 | 0.7 | 1.8 | 3.0 | 24.5 | 3.5 | 0.2 | 0.3 | 0.1 | 0.3 | 35.1 |
| Lettuce | 13.2 | 14.6 | 16.0 | 19.7 | 36.2 | 51.5 | 24.1 | 6.7 | 4.5 | 10.7 | 5.1 | 10.0 | 212.3 |
| Onions | 5.8 | 10.0 | 6.0 | 10.8 | 29.7 | 13.4 | 13.7 | 14.3 | 54.7 | 41.2 | 23.4 | 2.5 | 225.5 |
| Peas | - | 0.2 | 0.4 | 0.4 | 0.5 | 0.7 | 0.5 | 0.2 | 0.2 | - | - | 0.2 | 3.3 |
| Radishes | 1.3 | 1.1 | 1.9 | 2.9 | 6.8 | 1.4 | - | - | - | - | 0.8 | 1.8 | 17.9 |
| Shallots | 1.0 | 1.9 | 2.7 | 3.6 | 8.2 | - | - | - | - | - | 1.0 | 1.9 | 20.3 |
| Spinach | 1.1 | 1.4 | 1.3 | 1.5 | 1.5 | 2.1 | 0.7 | 0.5 | - | 0.4 | 0.8 | 1.2 | 12.5 |
| Tomatoes | 7.9 | 10.4 | 16.6 | 28.5 | 65.5 | 108.0 | 180.5 | 139.1 | 10.7 | 4.5 | 3.6 | 9.0 | 584.3 |
| Turnips | 3.8 | 3.7 | 3.7 | - | 0.5 | 2.7 | 17.2 | 4.0 | 5.2 | 3.7 | 3.8 | 0.1 | 48.4 |
| Other | 1.6 | 1.9 | 1.5 | 1.4 | 1.0 | 1.5 | 1.1 | 1.9 | 1.0 | 1.0 | 1.4 | 3.2 | 18.5 |
| Total vegetables | 68.4 | 94.3 | 100.7 | 120.4 | 228.8 | 276.3 | 344.5 | 193.3 | 101.1 | 87.7 | 56.8 | 68.4 | 1,740.7 |

Table 51.-(continued) Volume by Commodity of Monthly Purchases by Wholesalers of Fresh Fruits and Vegetables in Three Rivers in 1939.

| | Jan. | Feb. | March | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables (brought forward) | 68.4 | 94.3 | 100.7 | 120.4 | 228.8 | 276.3 | 344.5 | 193.3 | 101.1 | 87.7 | 56.8 | 68.4 | 1,740.7 |
| Fruits | | | | | | | | | | | | | |
| Oranges | 33.8 | 52.3 | 119.7 | 39.9 | 58.4 | 62.0 | 44.7 | 24.6 | 32.0 | 24.0 | 26.7 | 176.3 | 694.4 |
| Lemons | 3.2 | 3.0 | 6.1 | 3.5 | 6.4 | 7.9 | 12.0 | 5.9 | 5.0 | 6.3 | 4.6 | 8.3 | 74.2 |
| Grapefruit | 7.8 | 9.0 | 10.4 | 9.5 | 23.2 | 11.9 | 6.1 | 5.2 | 5.3 | 5.0 | 5.2 | 9.2 | 109.8 |
| Other citrus | - | - | - | 0.1 | - | 0.1 | 0.1 | 0.2 | - | - | 0.2 | 1.1 | 1.8 |
| Total citrus | 44.8 | 64.3 | 136.2 | 53.0 | 88.0 | 81.9 | 64.9 | 35.9 | 42.3 | 35.3 | 36.7 | 194.9 | 880.2 |
| Apples | 103.7 | 70.4 | 83.2 | 33.0 | 52.6 | 26.3 | 48.9 | 77.2 | 337.2 | 492.5 | 647.2 | 208.8 | 2,181.0 |
| Bananas | 10.6 | 14.2 | 59.3 | 90.3 | 285.6 | 341.4 | 278.6 | 246.6 | 112.2 | 54.9 | 14.5 | 16.2 | 1,532.6 |
| Cherries | - | - | - | - | 0.6 | 3.2 | 5.5 | 0.9 | - | - | - | - | 10.2 |
| Grapes | 3.9 | 2.8 | 1.5 | 1.9 | 2.4 | 2.3 | 2.9 | 9.2 | 73.2 | 102.3 | 19.3 | 12.6 | 234.3 |
| Peaches | - | - | - | - | - | 3.1 | 6.4 | 25.3 | 98.9 | 14.7 | - | - | 148.4 |
| Pears | 0.2 | 0.2 | 0.1 | 0.3 | 0.8 | 2.2 | 9.4 | 19.3 | 16.5 | 5.2 | 1.1 | 0.9 | 56.2 |
| Plums | - | - | 0.1 | - | - | 14.9 | 17.9 | 11.0 | 9.7 | 0.5 | - | - | 54.1 |
| Pineapples | - | - | - | 2.4 | 7.6 | 5.3 | 1.0 | - | 0.1 | 0.1 | - | 0.3 | 16.8 |
| Strawberries | - | 0.2 | 0.3 | 2.3 | 4.6 | 4.8 | - | - | - | - | - | - | 12.3 |
| Other fruit | 0.2 | 0.1 | - | - | 0.1 | 0.2 | 0.7 | - | 0.3 | 1.0 | 1.0 | 1.1 | 4.7 |
| Total fruit | 116.6 | 87.9 | 144.5 | 138.2 | 354.5 | 403.7 | 371.3 | 389.5 | 673.1 | 671.2 | 683.1 | 239.9 | 4,250.5 |
| Potatoes | 183.4 | 267.6 | 267.1 | 271.4 | 549.7 | 427.6 | 332.5 | 135.1 | 183.1 | 376.5 | 49.6 | 59.1 | 3,102.7 |
| Miscellaneous | - | - | 36.5 | 2.0 | 9.4 | 16.4 | 5.5 | 3.5 | - | 0.1 | - | - | 73.4 |
| Total | 415.2 | 514.1 | 687.0 | 585.0 | 1,230.4 | 1,205.9 | 1,118.7 | 757.3 | 974.6 | 1,170.8 | 826.2 | 562.3 | 10,047.5 |

Table 52.-Origin by Commodity of Fresh Fruits and Vegetables Purchased by Wholesalers in Three Rivers in 1939.

| | Value | | | | | | Volume | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Quebec Province direct | Other Canadian direct | U.S.A. direct | Other countries direct | Montreal wholesalers | Total | Quebec Province direct | Other Canadian direct | U.S.A. direct | Other countries direct | Montreal wholesalers | Total |
| | $ | $ | $ | $ | $ | $ | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | | | | | | | | | | | | |
| Asparagus | - | - | - | - | 44 | 44 | - | - | - | - | 0.8 | 0.8 |
| Beans | 292 | - | - | - | 541 | 833 | 10.1 | - | - | - | 10.2 | 20.3 |
| Beets | 212 | - | - | - | 91 | 303 | 15.3 | - | - | - | 2.4 | 17.7 |
| Cabbage | 1,897 | - | - | - | 1,500 | 3,397 | 123.6 | - | - | - | 49.4 | 173.0 |
| Cantaloupes and melons | 35 | - | - | - | 699 | 734 | 1.1 | - | - | - | 16.9 | 18.0 |
| Cauliflower | 209 | - | - | - | 534 | 743 | 8.3 | - | - | - | 12.4 | 20.7 |
| Carrots | 791 | - | - | - | 2,970 | 3,761 | 78.4 | - | - | - | 82.9 | 161.3 |
| Celery | 628 | - | - | - | 6,176 | 6,804 | 24.6 | - | - | - | 124.5 | 149.1 |
| Corn | 43 | - | - | - | - | 43 | 1.7 | - | - | - | - | 1.7 |
| Cucumbers | 1,199 | - | - | - | 616 | 1,815 | 28.4 | - | - | - | 6.7 | 35.1 |
| Lettuce | 1,634 | - | - | - | 5,257 | 6,891 | 50.3 | - | - | - | 162.0 | 212.3 |
| Onions | 674 | - | - | - | 4,690 | 5,364 | 30.2 | - | - | - | 195.3 | 225.5 |
| Peas | 27 | - | - | - | 171 | 198 | 0.5 | - | - | - | 2.8 | 3.3 |
| Radishes | 42 | - | - | - | 732 | 774 | 0.3 | - | - | - | 17.6 | 17.9 |
| Shallots | 92 | - | - | - | 576 | 668 | 3.2 | - | - | - | 17.1 | 20.3 |
| Spinach | 71 | - | - | - | 344 | 415 | 4.7 | - | - | - | 7.8 | 12.5 |
| Tomatoes | 3,079 | - | 2,508 | - | 24,395 | 29,982 | 162.4 | - | 32.8 | - | 389.1 | 584.3 |
| Turnips | 520 | - | - | - | - | 520 | 45.8 | - | - | - | 2.6 | 48.4 |
| Other | 222 | - | - | - | 812 | 1,034 | 3.9 | - | - | - | 14.6 | 18.5 |
| Total vegetables | 11,667 | - | 2,508 | - | 50,148 | 64,323 | 592.8 | - | 32.8 | - | 1,115.1 | 1,740.7 |

Table 52 .-(continued) Origin by Commodity of Fresh Fruits and Vegetables Purchased by Wholesalers in Three Rivers in 1939.

| | Value | | | | | | Volume | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Quebec Province | Other Canadian direct | U.S.A. direct | Other countries direct | Montreal wholesalers | Total | Quebec Province | Other Canadian direct | U.S.A. direct | Other countries direct | Montreal wholesalers | Total |
| | $ | $ | $ | $ | $ | $ | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables (brought forward) | 11,667 | - | 2,508 | - | 50,148 | 64,323 | 592.8 | - | 32.8 | - | 1,115.1 | 1,740.7 |
| Fruits | | | | | | | | | | | | |
| Oranges | - | - | 6,742 | - | 23,096 | 29,838 | - | - | 180.2 | - | 514.2 | 694.4 |
| Lemons | - | - | - | - | 3,949 | 3,949 | - | - | - | - | 74.2 | 74.2 |
| Grapefruit | - | - | - | - | 3,849 | 3,849 | - | - | - | - | 109.8 | 109.8 |
| Other | - | - | - | - | 84 | 84 | - | - | - | - | 1.8 | 1.8 |
| Total citrus | - | - | 6,742 | - | 30,978 | 37,720 | - | - | 180.2 | - | 700.0 | 880.2 |
| Apples | 18,225 | 18,277 | - | - | 14,133 | 50,635 | 940.8 | 800.8 | - | - | 439.4 | 2,181.0 |
| Bananas | - | - | - | 50,210 | 7,565 | 57,775 | - | - | - | 1,362.9 | 169.7 | 1,532.6 |
| Cherries | - | - | - | - | 916 | 916 | - | - | - | - | 10.2 | 10.2 |
| Grapes | - | - | - | - | 8,974 | 8,974 | - | - | - | - | 234.1 | 234.1 |
| Peaches | - | - | - | - | 4,824 | 4,824 | - | - | - | - | 148.5 | 148.5 |
| Pears | - | - | - | - | 2,917 | 2,917 | - | - | - | - | 56.2 | 56.2 |
| Plums | - | - | - | - | 2,681 | 2,681 | - | - | - | - | 54.1 | 54.1 |
| Pineapples | - | - | - | - | 509 | 509 | - | - | - | - | 16.9 | 16.9 |
| Strawberries | 70 | - | - | - | 1,075 | 1,145 | 1.2 | - | - | - | 11.0 | 12.2 |
| Other fruit | - | - | - | - | 519 | 519 | - | - | - | - | 4.7 | 4.7 |
| Total fruit | 18,295 | 18,277 | - | 50,210 | 44,113 | 130,895 | 942.0 | 800.8 | - | 1,362.9 | 1,144.8 | 4,250.5 |
| Potatoes | 5,110 | 27,028 | - | - | 13,059 | 45,197 | 406.7 | 1,639.9 | - | - | 856.1 | 3,102.7 |
| Miscellaneous | 18 | - | - | 629 | 1,913 | 2,560 | 0.1 | - | - | 35.7 | 37.6 | 73.4 |
| Grand total | 35,090 | 45,305 | 9,250 | 50,839 | 140,211 | 280,695 | 1,941.6 | 2,640.7 | 213.0 | 1,398.6 | 3,853.6 | 10,047.5 |

Table 53.-Value of Sales by Commodity Groups of Quebec Farm Produce by 69 Growers in Three Rivers in 1939.

| | Champlain County 47 growers | St. Maurice County 14 growers | Other counties 8 growers | Total 69 growers | Percentage by commodity group |
|---|---|---|---|---|---|
| | $ | $ | $ | $ | % |
| Total value of public market sales | | | | | |
| Vegetables | 1,076 | 9,560 | 8,753 | 19,389 | 48.4 |
| Potatoes | 8,067 | 1,549 | 75 | 9,691 | 24.2 |
| Tree fruits | 37 | 293 | 60 | 390 | 1.0 |
| Small fruits | 2,483 | 863 | 1,105 | 4,451 | 11.1 |
| Total fruits and vegetables | 11,663 | 12,265 | 9,993 | 33,921 | 84.7 |
| Livestock products | 3,131 | 1,325 | - | 4,456 | 11.1 |
| Honey and maple products | 65 | 112 | 130 | 307 | 0.8 |
| Other | - | 500 | 837 | 1,337 | 3.4 |
| Total | 14,859 | 14,202 | 10,960 | 40,021 | 100.0 |
| Percentage % | 37.1 | 35.5 | 27.4 | 100.0 | - |
| Total value of all sales on and off the public market | $ | $ | $ | $ | % |
| Vegetables | 1,176 | 9,589 | 8,753 | 19,518 | 37.2 |
| Potatoes | 13,598 | 1,599 | 75 | 15,272 | 29.1 |
| Tree fruits | 37 | 308 | 60 | 405 | 0.8 |
| Small fruits | 3,458 | 1,008 | 1,105 | 5,571 | 10.6 |
| Total fruits and vegetables | 18,269 | 12,504 | 9,993 | 40,766 | - |
| Livestock products | 7,546 | 2,416 | - | 9,962 | 19.0 |
| Honey and maple products | 140 | 112 | 130 | 382 | 9.7 |
| Nursery stock and flowers | - | 500 | 837 | 1,337 | 2.6 |
| Total | 25,955 | 15,532 | 10,960 | 52,447 | 100.0 |
| Percentage % | 49.5 | 29.6 | 20.9 | 100.0 | - |
| Average per grower $ | 552.23 | 1,109.42 | 1,370.00 | 760.10 | - |
| Total volume of sales of fruits and vegetables | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. | 000's of lbs. |
| Vegetables | 88.7 | 563.2 | 512.0 | 1,163.9 | - |
| Potatoes | 1,011.1 | 143.3 | 7.5 | 1,161.9 | - |
| Tree fruits | 0.8 | 9.8 | 1.8 | 12.4 | - |
| Small fruits | 65.3 | 31.0 | 23.5 | 119.8 | - |
| Trand total | 1,165.9 | 747.3 | 544.8 | 2,458.0 | - |

Table 54.--Number and Value of Loads by Months of Fruits and Vegetables Brought to Three Rivers Market by 69 Growers in 1939.

| Month | Champlain County | | St. Maurice County | | Other counties | | Total | | Average value per load |
|---|---|---|---|---|---|---|---|---|---|
| | Loads | Value | Loads | Value | Loads | Value | Loads | Value | |
| | no. | $ | no. | $ | no. | $ | no. | $ | $ |
| January | 31 | 350 | 10 | 133 | 4 | 160 | 45 | 643 | 14.29 |
| February | 36 | 396 | 12 | 151 | 4 | 160 | 52 | 707 | 13.60 |
| March | 36 | 404 | 15 | 198 | 2 | 72 | 53 | 674 | 12.72 |
| April | 48 | 594 | 21 | 357 | - | - | 69 | 951 | 13.78 |
| May | 62 | 716 | 35 | 732 | 16 | 920 | 113 | 2,368 | 20.96 |
| June | 114 | 1,531 | 77 | 1,731 | 34 | 1,764 | 225 | 5,026 | 22.34 |
| July | 203 | 2,592 | 104 | 2,731 | 40 | 1,916 | 347 | 7,239 | 20.56 |
| August | 106 | 1,369 | 97 | 2,732 | 37 | 1,769 | 240 | 5,870 | 24.46 |
| September | 170 | 2,258 | 92 | 2,350 | 40 | 1,806 | 302 | 6,414 | 21.24 |
| October | 152 | 2,109 | 71 | 1,761 | 28 | 1,183 | 251 | 5,053 | 20,13 |
| November | 112 | 1,529 | 43 | 975 | 22 | 971 | 177 | 3,475 | 19.63 |
| December | 95 | 1,011 | 20 | 351 | 5 | 239 | 120 | 1,601 | 13.34 |
| Total | 1,165 | 14,859 | 597 | 14,202 | 232 | 10,960 | 1,994 | 40,021 | 20.07 |

Table 55 .-Value and Volume of Fresh Fruits and Vegetables by County Sold by 69 Growers in Three Rivers in 1939.

| | Champlain County 47 growers | | St. Maurice County 14 growers | | Other counties 8 growers | | Total 69 growers | | Average per farm reporting |
|---|---|---|---|---|---|---|---|---|---|
| | 000's of lbs. | $ | 000's of lbs. | $ | 000's of lbs. | $ | 000's of lbs. | $ | $ |
| Asparagus | - | - | 1.3 | 133 | 1.0 | 120 | 2.3 | 253 | 42 |
| Beans | 1.1 | 20 | 2.4 | 68 | 9.8 | 324 | 13.3 | 412 | 22 |
| Beets | 5.7 | 104 | 73.9 | 595 | 9.1 | 240 | 88.7 | 939 | 28 |
| Cabbage | 9.5 | 161 | 104.2 | 1,317 | 59.9 | 655 | 173.6 | 2,133 | 106 |
| Carrots | 15.9 | 176 | 82.3 | 744 | 37.3 | 428 | 135.5 | 1,348 | 46 |
| Cauliflower | 0.2 | 5 | 20.2 | 486 | 5.8 | 100 | 26.2 | 591 | 45 |
| Celery | 1.4 | 85 | 19.7 | 800 | 9.4 | 435 | 30.5 | 1,320 | 102 |
| Corn | 6.6 | 115 | 38.0 | 667 | 53.6 | 1,240 | 98.2 | 2,022 | 88 |
| Cucumbers | 16.5 | 255 | 3.7 | 194 | 13.8 | 360 | 34.0 | 809 | 34 |
| Lettuce | 12.3 | 33 | 29.0 | 1,106 | 76.8 | 1,425 | 118.1 | 2,564 | 155 |
| Onions | 2.7 | 84 | 42.8 | 1,093 | 2.5 | 205 | 48.0 | 1,382 | 73 |
| Radishes | 0.1 | 22 | 0.9 | 155 | 7.2 | 410 | 8.2 | 587 | 35 |
| Tomatoes | 0.9 | 11 | 79.7 | 1,760 | 193.7 | 2,102 | 274.3 | 3,873 | 176 |
| Turnips | 4.3 | 50 | 46.7 | 188 | 1.5 | 30 | 52.5 | 268 | 19 |
| Other | 11.5 | 55 | 18.4 | 283 | 30.6 | 679 | 60.5 | 1,017 | - |
| Total | 88.7 | 1,176 | 563.2 | 9,589 | 512.0 | 8,753 | 1,163.9 | 19,518 | 500 |
| Strawberries | 60.2 | 3,169 | 27.5 | 770 | 22.5 | 961 | 110.2 | 4,900 | 107 |
| Raspberries | 5.0 | 277 | 3.5 | 238 | 1.0 | 144 | 9.5 | 659 | 41 |
| Apples | 0.5 | 21 | 9.4 | 293 | - | - | 9.9 | 314 | 52 |
| Other fruit | 0.4 | 28 | 0.4 | 15 | 1.8 | 60 | 2.6 | 103 | - |
| Potatoes | 1,011.1 | 13,598 | 143.3 | 1,599 | 7.5 | 75 | 1,161.9 | 15,272 | 255 |
| Grand total | 1,165.9 | 18,269 | 747.3 | 12,504 | 544.8 | 9,993 | 2,458.0 | 40,766 | 590 |

# EFFECT OF THE PRICE OF APPLES AND THE COMPETITION OF OTHER FRUITS ON THE SALES OF APPLES IN THE CITIES OF THREE RIVERS, SHERBROOKE AND QUEBEC

B. A. CAMPBELL
LEOPOLD FORTIN

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## EFFECT OF THE PRICE OF APPLES AND THE COMPETITION OF OTHER FRUITS ON THE SALES OF APPLES IN THE CITIES OF SHERBROOKE AND THREE RIVERS

B. A. Campbell

Complete reports of the marketing of fresh fruits and vegetables in the cities of Sherbrooke, Three Rivers and Quebec in 1939 are being prepared by the Economics Division of the Dominion Department of Agriculture in co-operation with the Quebec Departments of Agriculture and Trade and Commerce. A part of this study dealt with monthly receipts of all fresh fruits in these three cities. Analysis of the information gathered on the marketing of these commodities in Three Rivers and Sherbrooke has been completed and shows some interesting relationships between the sales and the prices of apples, oranges and bananas in the various months of the year and the extent to which these fruits compete with each other.

***Monthly Arrivals of Fruit.***—Total receipts of fruits of all kinds by all agencies in Three Rivers were approximately 6,365,700 pounds and were valued at $215,630. Of the total receipts, 90 per cent was sold to consumers in Three Rivers. In Sherbrooke, approximately 12,067,000 pounds of fruit were received which were valued at $409,554 of which less than half was ultimately sold to Sherbrooke consumers. Sales to points outside these cities account for the quantities and the value of the fruit received but not consumed within the cities.

Total monthly arrivals of fresh fruits in Three Rivers and Sherbrooke on a basis of both value and volume show similar trends (figures 1 to 4).

On a basis of value, receipts of fruits in January and February were the lowest of the year. Monthly arrivals increased in March, April and May, and reached their peak during the summer months of June and July. The value of fruit receipts dropped sharply in August in both cities and remained fairly stationary in September. Receipts of fruits by value dropped sharply in Sherbrooke in November and December while in Three Rivers receipts during these months only fell off slightly.

By volume, receipts in Sherbrooke increased steadily from a low point in February to a high peak in October. Though there was the same general trend in Three Rivers, receipts in July and August were lower than May.

***Monthly Receipts by Commodity.***—Apple receipts shown in figures 1 to 4 were for the calendar year 1939 and receipts during the first six months of the year were therefore produced in 1938. During this period apple receipts in both Sherbrooke and Three Rivers were low although in May and June purchases in Sherbrooke increased to more than $6,000. The new crop of apples began to arrive during the first part of August but local supplies did not reach their peak until October and November. In Sherbrooke, 1,609,700 pounds of apples valued at $28,965 were received in October, while in Three Rivers, November was the peak month with receipts totalling 701,700 pounds valued at $15,328. Apples received during the three months of September, October and November totalled 64·1 per cent by value of the yearly apple receipts in Sherbrooke and 60·3 per cent in Three Rivers.

A large proportion of the apples received during these three months were placed in storage for sale during the months of December, January, February, March and April. Information was received from wholesalers which gave a breakdown of sales during the months when apples were moving in and out of storage in 1939. The monthly indexes for apple sales for 1939 in Sherbrooke and Three Rivers are shown in tables 1 and 2.



40083—2

In Sherbrooke and Three Rivers purchases of oranges totalled $84,573 and $34,045 respectively in 1939. The new crop of naval oranges began to come on the market during the latter part of November, and during December receipts of oranges reached their peak, being valued at $17,221 in Sherbrooke and $8,053 in Three Rivers. Oranges were not considered a storage commodity and therefore there was only a slight carry-over from month to month. Receipts of oranges in both Sherbrooke and Three Rivers were low during the months of August to November.

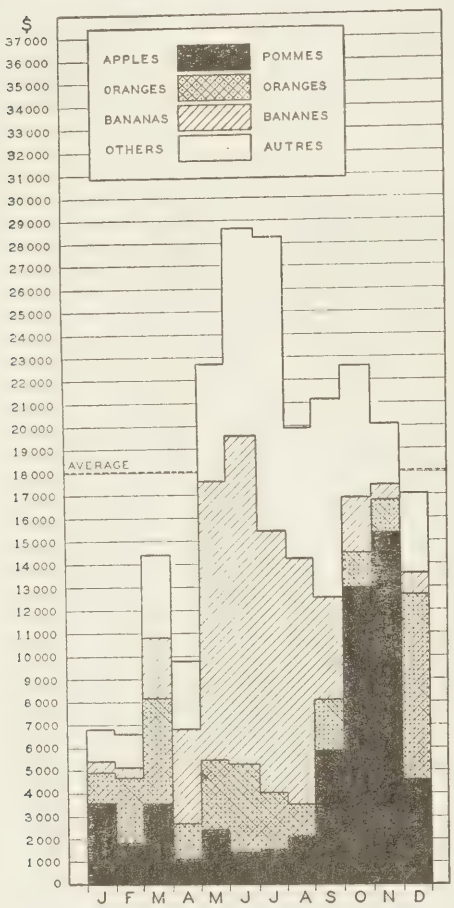


FIGURE 1.—Monthly Receipts by Value of Fresh Fruits in Three Rivers in 1939.

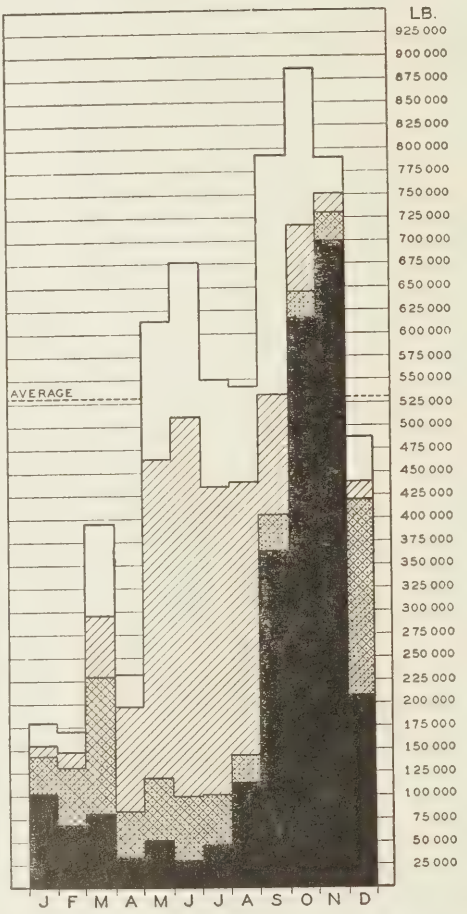


FIGURE 2.—Monthly Receipts by Volume of Fresh Fruits in Three Rivers in 1939.

On a basis of value bananas were the most important fruit arriving in Sherbrooke and Three Rivers in 1939 and the year's receipts were valued at $111,844 and $68,855 in the two cities respectively. The city of Sherbrooke handled bananas in carlots throughout the year while Three Rivers handled carlots of bananas only from about the middle of March to the middle of November. Receipts of bananas in the four months, May, June, July and August, were 66 per cent of the total yearly arrivals in Sherbrooke and 75 per cent of those in Three Rivers. The increase in the sales of bananas in these four months resulted from other fruits not being of the highest quality during

this period, together with an extensive advertising campaign and a normal increase in the consumption of bananas during the picnic season. Because of high perishability there was very little carry-over of bananas by wholesalers and retailers from month to month. Imports of bananas into Canada were regulated by importing agencies in an effort to adjust supply to demand and prevent surpluses.

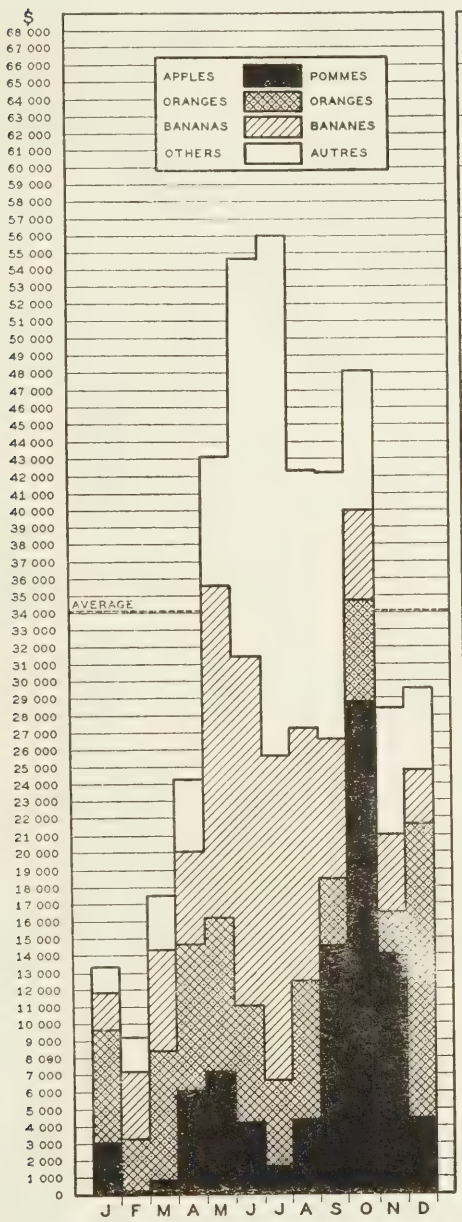


FIGURE 3.—Monthly Receipts by Value of Fresh Fruits in Sherbrooke in 1939.

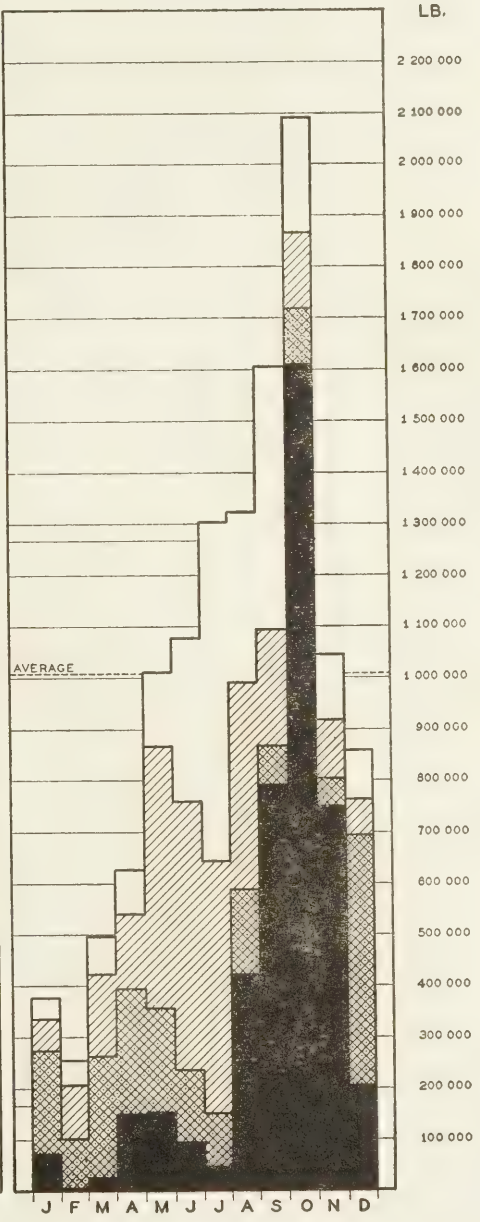


FIGURE 4.—Monthly Receipts by Volume of Fresh Fruits in Sherbrooke in 1939.

Strawberries arrived in quantity in June and raspberries in July and in the latter month in Sherbrooke they displaced bananas as the most important source of fruit supplies, receipts being valued at $21,488.

Receipts of grapes were particularly important in September, October and November, when Ontario grapes were arriving on these markets in quantity.

Receipts of peaches were highest in August and September. Other fruits such as plums, cherries, pears and pineapples were also received in these markets but were of less importance.

***Relation of Price to Volume of Sales.***—Oranges and bananas are not storage fruits and there is very little "carry-over" from month to month, therefore the monthly sales indexes were the same as the monthly purchase indexes for both these fruits in 1939. For apples, however, storage movements had to be taken into consideration and the monthly sales indexes for both Sherbrooke and Three Rivers are shown in tables 1 and 2.

TABLE 1.—MONTHLY INDEXES OF PRICES AND VOLUME OF SALES OF APPLES, ORANGES, AND BANANAS IN SHERBROOKE IN 1939

| Month | Apples | | Oranges | | Bananas | |
|---|---|---|---|---|---|---|
| | Price | Sales | Price | Sales | Price | Sales |
| January | 136·9 | 73·3 | 78·3 | 112·6 | 95·8 | 24·6 |
| February | 113·5 | 118·4 | 74·1 | 55·9 | 99·7 | 42·0 |
| March | 122·1 | 108·2 | 75·0 | 135·1 | 99·2 | 64·1 |
| April | 135·0 | 60·4 | 83·5 | 137·5 | 96·6 | 59·1 |
| May | 155·7 | 75·7 | 103·9 | 115·3 | 100·3 | 207·2 |
| June | 146·2 | 41·2 | 118·6 | 77·0 | 101·5 | 214·3 |
| July | 111·5 | 21·3 | 117·1 | 58·1 | 101·0 | 199·5 |
| August | 34·6 | 65·1 | 114·5 | 95·1 | 95·8 | 163·7 |
| September | 60·7 | 113·9 | 123·3 | 43·1 | 93·2 | 92·1 |
| October | 59·4 | 152·3 | 123·3 | 63·2 | 92·4 | 60·4 |
| November | 62·0 | 158·9 | 105·1 | 31·4 | 107·4 | 45·1 |
| December | 62·4 | 211·3 | 83·3 | 275·7 | 117·1 | 27·9 |
| Monthly average | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 |

TABLE 2.—MONTHLY INDEXES OF PRICES AND VOLUME OF SALES OF APPLES, ORANGES, AND BANANAS IN THREE RIVERS IN 1939

| Month | Apples | | Oranges | | Bananas | |
|---|---|---|---|---|---|---|
| | Price | Sales | Price | Sales | Price | Sales |
| January | 108·1 | 99·6 | 80·7 | 58·3 | 103·5 | 8·3 |
| February | 108·1 | 81·8 | 76·3 | 90·3 | 105·4 | 11·1 |
| March | 134·9 | 80·5 | 75·2 | 206·9 | 98·1 | 46·3 |
| April | 97·9 | 45·4 | 80·3 | 69·0 | 94·9 | 76·7 |
| May | 145·7 | 28·2 | 100·9 | 101·0 | 95·2 | 223·1 |
| June | 173·5 | 14·1 | 121·0 | 107·2 | 93·8 | 266·6 |
| July | 101·1 | 26·3 | 106·2 | 77·2 | 91·4 | 217·5 |
| August | 57·7 | 41·4 | 114·3 | 42·5 | 96·8 | 192·5 |
| September | 51·3 | 119·9 | 131·5 | 55·3 | 96·2 | 87·6 |
| October | 66·7 | 175·1 | 121·6 | 41·5 | 90·3 | 46·4 |
| November | 69·2 | 230·1 | 104·4 | 46·1 | 101·1 | 11·3 |
| December | 85·8 | 257·6 | 87·6 | 304·7 | 133·3 | 12·6 |
| Monthly average | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 |

The differences in the monthly price indexes of each fruit between the two cities resulted from purchases of different grades and varieties of each fruit in any one month.

It would seem apparent from both tables that not only the price of apples, oranges and bananas but also the relationship between the prices of these three fruits influenced their sale. During the five months of the year, December to April, when the price of oranges was below the monthly average, sales of oranges made up approximately 60 per cent of the total yearly arrivals of oranges in both cities. Sales of bananas were highest during the period when apple and orange prices were relatively high and banana prices remained fairly stable.

Sales of apples were highest in December in spite of a slight increase in price. Purchases for holiday use would be partially responsible for this high volume. During September, October and November, sales of apples were well above average when apple prices were low and orange prices relatively high and bananas remained at their relatively stationary level.

It would seem that because price did influence sales of a particular fruit, there was some competition between oranges and apples, particularly in the month of December, but sales of bananas probably had little effect on sales of apples. When apples were in season very few oranges and bananas were sold. During the winter months (December to April) apples were brought out of storage and were sold on the same market as oranges. There were few local apples available when banana sales reached their peak in May, June, July and August.

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## EFFECTS OF THE PRICE OF APPLES AND THE COMPETITION OF OTHER FRUITS ON THE SALES OF APPLES IN QUEBEC CITY IN 1939

Léopold Fortin

The August issue of The Economic Annalist contained an article on the effect of the price of apples and the competitition of other fruits on the sales of apples in the Cities of Three Rivers and Sherbrooke in 1939. The present article presents information on the same subject based upon information secured in the City of Quebec. The purpose of these articles is to show some of the relationships between the sales and the prices of apples, oranges and bananas in the different months of the year, and the extent to which these fruits compete with each other.

***Monthly Arrival of Fruits.***—Total receipts of fruits of all kinds by Quebec City wholesalers amounted to 24,585,900 pounds valued at $880,191, compared with total receipts of all fruits amounting to 6,365,700 pounds valued at $215,630 in Three Rivers, and with 12,067,000 pounds valued at $409,544 in Sherbrooke.

Total monthly figures of arrivals of fresh fruits in Quebec City are presented in figure 1, and show a very similar pattern to that for receipts of the same commodities in Three Rivers and Sherbrooke. The volume of receipts was lowest in January and February and increased regularly until the peak of 3,372,300 pounds was reached in October; it then decreased rather sharply in November and December.

On a basis of value, receipts were also lowest in January and February but highest in June and high in July and August. The value of receipts decreased during the months of September, October, November and December.

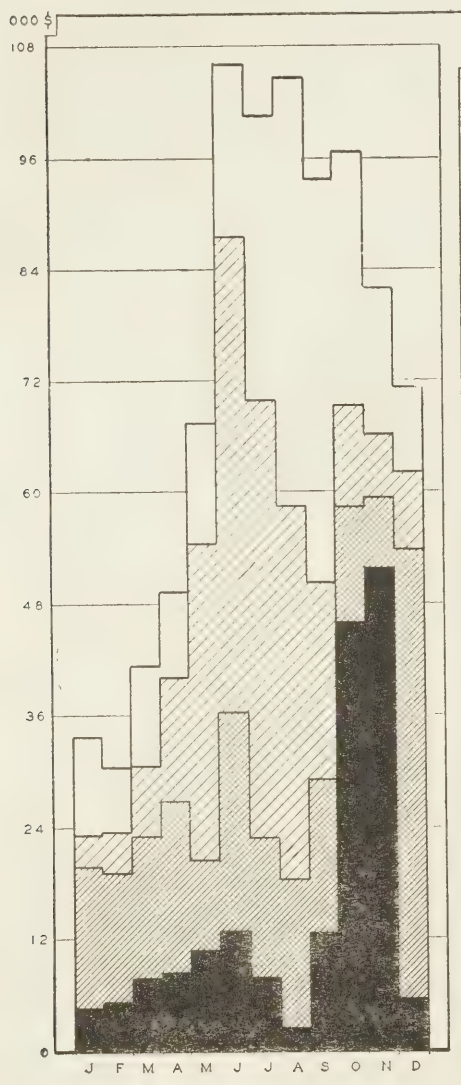


FIGURE 1.—Monthly Receipts by Value of Fresh Fruits in Quebec, 1939.

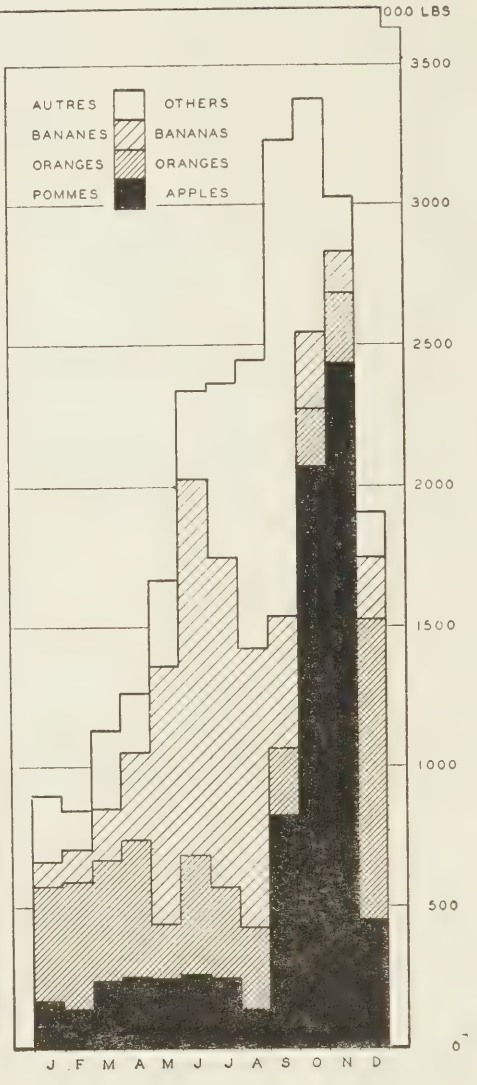


FIGURE 2.—Monthly Receipts by Volume of Fresh Fruits in Quebec, 1939.

***Monthly Receipts by Commodity.***—The territory adjacent to Quebec City cannot be considered as an important apple growing district, therefore with a very small quantity of locally grown apples available, most of the apples consumed in Quebec City must be brought in from other parts of the province, from other provinces or from other countries.

Apple receipts mentioned in this article were for the calendar year 1939, and receipts during the first six months of the year were therefore apples of the

crop produced in 1938. It must also be kept in mind that there were some restrictions on the movement to Quebec and Ontario consuming markets of apples grown in provinces other than Quebec and Ontario in 1939.

On a basis of volume apples were the most important fruit received in Quebec City in 1939. Arrivals were lowest in August and the peak of the year was in November. Arrivals in the four months of September, October, November and December accounted for more than 80 per cent of the total volume of receipts.

On a basis of value, apples ranked second in importance. August was also the month with the lowest value and November the month with the peak value of the year. The four months of September, October, November and December accounted for more than 65 per cent of the total value of apple receipts.

Ontario grown apples formed 40·7 per cent of the total volume and 37·5 per cent of the total value of apples received. Nova Scotia and New Brunswick grown apples together made up 29·0 per cent of the total volume and 27·0 per cent of the total value. British Columbia supplied 8·6 per cent of the total volume and 13·9 per cent of the total value of the apples received. United States and other countries supplied 8·5 per cent of the total volume of apples received and 14·5 per cent of the total value. Apples grown in the Province of Quebec represented only 13·2 per cent of the total volume and 11·8 per cent of the total value of the receipts of apples in Quebec City in 1939.

***Oranges.***—Quebec City wholesalers received 4,720,900 pounds of oranges valued at $205,624 in 1939; by volume oranges were the third fruit in importance and ranked second in value.

On the basis of volume, receipts of oranges were fairly uniform during the first four months of the year with somewhat more than 400,000 pounds received monthly. Receipts decreased steadily from July onward and the low point of the year was reached in November with 163,500 pounds. However, the peak was in December when receipts amounted to 1,053,600 pounds. The value of receipts followed a similar trend.

TABLE 1.—MONTHLY INDEXES OF PRICES AND VOLUME OF WHOLESALERS' SALES OF APPLES, ORANGES AND BANANAS IN QUEBEC CITY 1939

| Month | Apples | | Oranges | | Bananas | |
|---|---|---|---|---|---|---|
| | Sales | Price | Sales | Price | Sales | Price |
| January | 60·0 | 96·6 | 103·0 | 77·1 | 19·4 | 104·8 |
| February | 58·8 | 113·3 | 114·1 | 68·0 | 21·7 | 98·0 |
| March | 68·4 | 113·3 | 113·7 | 71·8 | 37·6 | 98·8 |
| April | 49·2 | 120·0 | 124·2 | 78·7 | 67·7 | 96·5 |
| May | 45·6 | 140·0 | 55·0 | 103·6 | 178·0 | 95·0 |
| June | 43·2 | 163·3 | 108·7 | 113·4 | 257·0 | 98·5 |
| July | 28·8 | 106·6 | 80·4 | 101·5 | 231·2 | 99·8 |
| August | 39·6 | 76·6 | 75·5 | 113·2 | 192·9 | 97·8 |
| September | 134·2 | 53·3 | 65·1 | 130·5 | 87·8 | 92·7 |
| October | 163·2 | 73·3 | 51·0 | 134·3 | 52·0 | 96·7 |
| November | 326·4 | 70·0 | 41·5 | 109·4 | 29·7 | 104·8 |
| December | 182·4 | 76·6 | 267·8 | 98·5 | 25·0 | 116·6 |
| Monthly average | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 | 100·0 |

In 1939, Quebec City wholesalers received 6,169,100 pounds of bananas valued at $240,985; of the fruits received, bananas were second in importance in volume and ranked first in value.

On a basis of volume, receipts were highest in May, June, July and August. The low point of the year was in January with receipts of 99,800 pounds and the highest point was in June with 1,321,300 pounds.

Grapes arrived in greatest volume in August, September, October and November. August and September were important months for receipts of peaches, pears and plums; the other fruits were of minor importance.

***Relation of Price to Volume of Sales.***—Oranges and bananas are not storage fruits and there is very little "carry-over" from month to month. Consequently, the monthly sales indexes for these fruits were the same as the monthly purchase indexes for these same fruits in 1939. Storage movements had to be taken into consideration for apples and the monthly sales indexes given for apples in table 1 are based on a 20 per cent sample of wholesalers' sales of these fruits in 1939.

It would seem from the data presented in table 1 that the price of any one of these fruits follows closely the general law of supply and demand, higher price corresponding to a lower volume of sales, and lower price to a higher volume of sales. Arrivals and sales were closely correlated.

Again these data indicate that each of these fruits has a definite season during which the volume of sales of that fruit is very high compared with the volume of sales of the other two. The volume of apple sales is very heavy from September to December when a great proportion of the year's crop is disposed of. The volume of sales of oranges is heavy during the winter months, December to April. Banana sales are particularly heavy during the summer months or from May to September. During these periods and because of the large supplies available, prices for the particular fruit in season are lower in relation to those of the other two and consumer preference tends to manifest itself by a higher volume of purchases of the fruit in season.

Although there is a certain amount of indirect competition between bananas, oranges and apples during the whole year, direct competition occurred only during the month of December when both apples and oranges arrived on the Quebec market in more than average quantities.

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